

Contacts

MARCH

1948



"Believe me if all those endearing young charms . . ."

(See Page Nine)



FREE BLOOD TRANSFUSIONS

That Others May Live!

This Year Your Red Cross Is Speeding the Extension of Free Blood Transfusion Service in Canada

With a record already of many lives saved and untold suffering relieved, the Canadian Red Cross is bending every effort to complete the extension of its free, national blood transfusion service through the whole of Canada. . . . Completing an enterprise of this magnitude is a tremendous task. . . . It demands great expenditures of effort, money and time. . . . 1948 gives promise of being a "red letter" year in the extension of the Red Cross Blood Transfusion Service.

✚ Your Red Cross Work of Mercy Never Ends! ✚

During March the Canadian Red Cross will undertake its second postwar national appeal for funds **with an objective of \$3,000,000.** This is the minimum amount required by the society in 1948 to finance an extensive programme of humanitarian work in Canada . . . **For Services Such As These . . .**

- Blood Transfusion—a service **FREE** to all.
- Outpost Hospitals—for Canadian frontiers.
- Aid To Our Veterans—disabled, sick and needy.
- Crippled Children—hospital treatment.
- Junior Red Cross—finer, healthier young citizens.
- Nutrition Services—for better health.
- Swimming and Water Safety—to help safeguard lives.
- Disaster Relief—aid for the stricken and homeless.
- First Aid Instruction and First Aid Posts on our highways.
- Home Nursing Courses and other Nursing Services.
- And others.

MANITOBA'S SHARE IS \$180,000, AND EATONIANS ARE URGED TO GET
BEHIND THIS RED CROSS APPEAL OF 1948 WITH THE SAME SPLENDID
ENTHUSIASM THAT MARKED THEIR SUPPORT LAST YEAR.

\$3,000,000 Is Urgently Needed To Help Fellow Canadians!



Contacts • MARCH
1948

MR. B. C. SCRIVENER PLANS TO "LAY DOWN THE LOAD"

**Winnipeg Store's Renowned Superintendent To Retire After 42 Years
With the Company — Mr. W. B. Pickard Appointed Successor**

On Tuesday morning, February 10th, a meeting of the supervisors was held in the assembly hall by Mr. R. S. McCordick, general manager, to announce the pending retirement of Mr. B. C. Scrivener, store superintendent.

It had been hoped, Mr. McCordick told the gathering, that our superintendent would carry on for a while longer. However, because of the recent illness of his good wife, Mr. Scrivener had asked to be relieved of his duties now, in order that he might accompany Mrs. Scrivener to the west coast for convalescence. He would therefore be on leave of absence from March 1st, the official date of his retirement being July 1st.

Referring to the arduous nature of a superintendent's duties and the many ramifications of his office, Mr. McCordick declared that Mr. Scrivener has been one of the best superintendents among the many stores of the great Dominion-wide Eaton organization. Moreover, his experience in the work extended over forty years.

Mr. McCordick then announced the appointments of Mr. W. B. Pickard, mechanical superintendent, to succeed Mr. Scrivener as store superintendent; and Mr. W. L. Palk as assistant superintendent.

Meanwhile, all ranks join in wishing Mr. and Mrs. Scrivener a happy and invigorating holiday. And may the warmer clime of the west coast hasten the complete recovery of Mrs. Scrivener, who with her gracious gift of friendliness has endeared herself to all!

Mr. W. E. C. Hurlburt, Editor, *Contacts*.

Superintendent's Office,
Winnipeg, February 13th, 1948.

Dear Mr. Hurlburt: May I take this opportunity, through the medium of *Contacts*, to thank each and everyone of the staff who have been so kind to me during the time of my wife's illness. My wife has also asked me to express her thanks for the many lovely flowers, cards and letters which she received during her time in the hospital. I feel definitely sure that these kind remembrances went a long way to help in her recovery.

Further, may I, on the eve of my retirement from the Company, express my heartfelt thanks to all the staff who have been so kind, just and forgiving through the long years of our association together. I am not saying good-bye, just "au revoir," as we intend staying in Winnipeg on our return from the coast, and know that we will have the pleasure of seeing and speaking to many of you during the years of our retirement. Again, thank you one and all. Very sincerely yours,

B. C. Scrivener

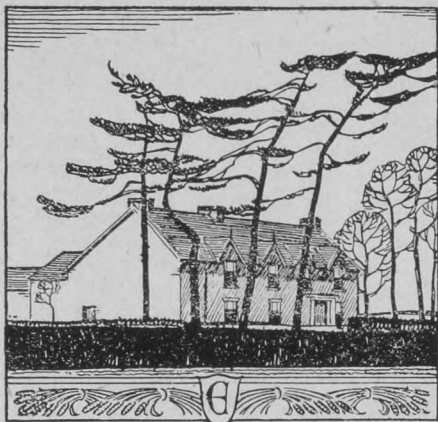


"AN IRISH MOTHER'S CHARGE"

How a Great Canadian Received His Name

On the road to Ballymena, in the townland of Clogher, in Ulster, a spacious and comfortable white farm house lay snugly behind a group of tall, green pine trees. . . .

It was early May. The hawthorn hedges along the roads and lanes of Antrim were white with blossoms and the air was heavy with their perfume. . . . Summer clouds drifted lazily across the blue sky into which larks spiralled with delirious song.



"Two miles north of Ballymena, the Eaton farm lay on high ground."

By an open window in that farm house a woman sat knitting, ever and anon raising her eyes to look across the landscape that was so beautiful and full of promise. . . . She was perhaps thirty-nine, with the pink and white complexion of a typical Irishwoman, a mouth expressive of lurking humour and a broad white forehead that appeared even whiter because of her almost blue-black hair, which also seemed to add depth to the colour of the frank blue eyes.

The sound of approaching hoof beats drew her attention and, looking up, she recognized the Presbyterian clergyman riding up the lane. . . . Approaching the house, he reached for the knocker, but as he did so the door opened and the woman held up a warning finger.

"Don't wake the baby, minister," she said, "I saw you coming and I know that terrible rap of yours would raise a storm."

"Good-day, Mrs. Eaton. I hope I see you well."

"Very well, thank you. Won't you step in?"

"Thank you. And how is the baby?" asked the minister. "Doing well, I hope?"

"Doing splendidly; he has never been sick a minute and he is a good baby."

"I was riding over to Ballymena and I just thought that I would drop in for a minute to see how you and the bairn were getting on."

"That was kind of you. Everybody seems to be so thoughtful. I suppose it's because my husband went away before the wee lad came."

"Nothing of the sort. Nothing of the sort. All people are kind if they are only given a chance. You would be the same yourself."

"Sure, I would and I have. But somehow it seems so different this time."

"Well, circumstances do alter cases. Of course the neighbours haven't forgotten that the inflammation your man contracted through exposure when helping them has made the lad fatherless. . . . What do you intend to call the boy?"

"I have hardly decided yet. As you know, the three older lads are called Robert, John and James, and my good man said one time in his joking way, 'The next boy will have to be Timothy.' You will remember that his favourite books in the Testament were John, James and Timothy."

"Where is the little fellow? May I see him?"

"Yes, come with me," said the mother, leading him into the next room.

The minister gazed upon the rosy-faced infant sleeping soundly in the cradle. "His father's child," he exclaimed. "A regular chip off the old block." Then his eyes fell upon a Bible resting on the table and, picking it up, he opened it at Paul's Epistle to Timothy.

"Listen to this," he said, and read aloud: "Paul . . . to Timothy my own son in the faith. . . . This charge I commit unto thee, son Timothy . . . war a good warfare, holding faith and a good conscience, which some having put away concerning faith have made shipwreck." The minister stopped reading and closed the book.

"If he lives up to Paul's injunction to the other Timothy he will be a joy to his mother. God bless the little lad and may he grow up to be all you would have him be. Good-day, Mrs. Eaton."

The minister put on his hat, mounted his horse, and waving a friendly adieu rode away. . . .

Closing the door, the widow went again to the inner room to look at the sleeping infant. "It sounded like a benediction," she murmured. "Timothy," she repeated to herself several times. "It is a good name—yes, it shall be Timothy."

And so on a spring day Timothy Eaton received his name.

—From the book, "Timothy Eaton," by George G. Naismith.

Choking on a piece of roll in a New York restaurant, a young woman gestured vainly toward her empty water glass to enlist the aid of a waitress who, for a wonder, was standing idly nearby. When she could get sufficient breath to gasp out a request for water, the waitress responded politely, "I'm sorry, madam, but that is not my table."

—Contributed.



Left to right (clockwise)—D. G. Earley, head of department, 209 and 210, Moncton, N.B.; E. W. MacKenzie, head of department, 210, Montreal, Que.; C. V. Pickett, group manager, 204, 209 and 210, Hamilton, Ont.; F. W. Frogley, head of department, western buying office, Winnipeg; F. Gower, supervisor, 210, 810 and 211, Toronto, Ont.; A. Moore, head of department, 211, Montreal, Que.

Rudyard Kipling Notwithstanding—

EAST MEETS WEST

Meet the first group of Eaton buyers to use the new and smartly appointed conference room of Winnipeg store's western buying office, which was opened on January 28th. This personable fivesome hail from Moncton, in the Maritimes; "The Queen City" or "Toronto the Good," and historic Montreal. All are in the field of juvenile and junior misses' wear. It was indeed a pleasure to extend a warm western welcome to these our fellow Eatonians from the east. May we meet soon again!

How To Get Things Done

Everyone has to work hard to hold a job; the ones who forge ahead also work intelligently. Plan tomorrow's work tonight; plan now where you want to be in five years.

Cut out waste activity. Decide trifles quickly. Do the first thing you dislike doing and get it over.

Get others to do it—see that they do it and give them more credit than they rate.

Take on more work and make yourself do it.

Work for quality, and you get more speed in the long run.

You can do much more than you have dreamed.

—Dr. Donald A. Laird.

Seekers After The Truth

A father and his young son were walking one day when the boy asked how the electricity went through the lighting wires.

"Don't know," said the father. "Never knew much about electricity."

A little later the boy asked what caused lightning and thunder.

"To tell the truth," said the father, "I never exactly understood that myself."

"Say, Pop," began the lad after a while.

"Oh, well, never mind."

"Go ahead," said the father. "Ask questions. Ask a lot of questions. How else are you going to learn?"

—Reader's Digest.

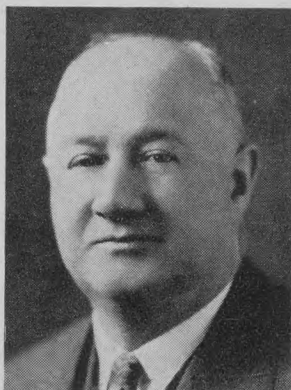
MR. ROBERT RENNICK PASSES

Former supervisor of the meat department and a veteran Eatonian of forty years' service, Mr. Robert (Bob) Rennick passed away at the General Hospital on Wednesday, February 18th, after a long illness. He was 69 years of age. Because of ill-health, Mr. Rennick retired from active business on January 12th, 1943.

Born in Alliston, Ontario, he joined the Company at Toronto. Later coming to Winnipeg, he was for many years assistant to Mr. John Guest, and on the latter's retirement, Mr. Rennick was appointed supervisor.

Jovial, kindly, and a prince of good fellows, Bob Rennick was a man of many friendships in every walk of life. Surviving are his widow, a brother, W. B. Rennick, Montreal; two sisters, Margaret, at Toronto, and Mrs. Sarah Towns, of Calgary.

Mr. Rennick was laid to rest at Winnipeg on Saturday, February 21st, with a large number of Eatonians present to pay their last respects.



"Youth Must Be Served"

Presenting Eatonians Across Canada Who Head-Up Junior Executives and Junior Councillors

(See Pictures on Facing Page)

What is the Junior Council and Junior Executive of Eaton's? This question has frequently been heard around the store regarding these newest youth groups that are destined to play an important part in extra-curriculum activities in the schools of Canada's major cities.

Executives and councillors are in operation in Montreal, Toronto, Winnipeg, Hamilton, Calgary and Edmonton, and in Belleville, one of the C.D. stores.

In Winnipeg the groups are made up of representatives from the high schools, colleges and private schools of Greater Winnipeg—a total of 59 representatives. After the regular meeting Saturday morning, the members of both groups work in selling departments, where they achieve experience in the retail field.

The purpose of the organization is:

1—To acquaint the students with a thorough knowledge of Eaton's as a store, location of merchandise and services of interest to young men.

2—To guide buyers in departments serving high-school students by acquainting them with the latest trends being followed by the students and to express the likes and dislikes of the high-school crowd.

3—To so train the executives during their time of office in the operation and function of Eaton's as a store that these keen lads, on graduation, will have secured business experience invaluable to those seeking a career in commerce.

4—To establish the executives in selling departments during the Christmas and Easter seasons, so that they can serve their friends efficiently and guide them in their shopping.

5—To extend the co-operation of the Company with regard to all school sports and social events.

Members of the Winnipeg groups have been honoured in many community clubs, sports organizations and fraternal groups. They are providing a worthwhile link between the Company and the high-school students of the Dominion.

Tessie's Telephone Tips



If you've asked for a "line"—be sure to wait till you hear the "dial tone" before you dial. Remember the operator's wearing a headset—and premature dialling is a painful "experience" to her. Another thing—don't force the dial—let it ride by itself—and you'll avoid wrong numbers.

When seeking a favour from a man, it isn't nearly so important to leave him thinking well of you as to leave him thinking unusually well of himself.

Four

"LETTERS OF CREDIT"

A prominent Winnipeg citizen received a letter from London, England, containing the following tribute:

"Everything in your parcel was so nice. Was it done up by Eaton's? It was beautifully packed and not a thing was out of place when I opened it up, and such a wonderful strong box, even the postman remarked on it when he handed it in, said something about 'it's a pity all the parcels we handle aren't as strong as that one, then they'd never go astray.'"

* * *

An orchid to Miss Elizabeth Buffie, dress department, who received this compliment from a customer at Valhalla, Alta.:

"Thanks very much for getting the lovely dress for me; you could not have found one I liked better. I will be sure to send again sometime."

SUCCESS: Those who aim only to get by, never get by those who aim to get ahead.

*

Never give expression to the thought that you hate this or that person. See the best in everyone.

*

To ask a favor, a man says to himself, "What shall I say?" A woman meditates, "What shall I wear?"



Top Row—Left: **T. M. Miller**, Winnipeg. Centre: **Edna Middleton**, Winnipeg. Right: **Val Kane**, Winnipeg.
 Second Row—Left: **Lloyd Wornell**, Montreal. Centre: **Joyce Smith**, Toronto. Right: **Helen Steinburg**, Edmonton.
 Third Row—Left: **Joan Hurst**, Montreal. Centre: **Lois Martyn**, Belleville. Right: **W. G. Evans**, Edmonton.
 Lower Row—Left to right: **Claude Knapman**, Hamilton; **Marian Campbell**, Hamilton; **Vic Spurr**, Calgary;
Georgina Drowley, Calgary. Missing from pictures: **A. J. ("Bud") McAllister**, Toronto.





Brigadier Pearl Patton takes a great pride in showing the new ward to visitors.

"Room No. 7 Grace Hospital"

Delegation Visits the Beautifully Appointed Ward Furnished By Eaton Employees

"Please tell Eaton employees that they are always welcome to drop in and see the new ward they so kindly furnished for us." Thus urged Brigadier Pearl Patton, with a welcoming smile, to the delegation of committee members from the Employees' Charitable Fund who recently paid a visit to Grace Hospital.

Headed by Mr. A. D. MacDonell, the visitors were: Messrs. Harry Greenwood, permanent secretary; Ken Chalmers, B. Galbreath, J. Niven, Bill Hurlburt, Contacts; and Ernie Morey, photographer.

Furnished by your subscriptions to the Eaton Employees' Charitable Fund, this lovely two-bed ward, located in the new surgical wing, is the last word in comfort, beauty and modern convenience!

The walls are double tiled and insulated for sound. The room has its own night light at a low level to prevent disturbing the patients. Noiseless light switches (no annoying "click")

are another feature. Also adjustable bed lights. A jewel, too, is the new style overbed table for each patient! Adjustable and collapsible, it has mirror, a metal tray for toiletries and feminine trinkets, or shaving utensils. New style bed tables add comfort with their magazine racks, tray for cigarette stubs, table in front and tray in back, drawer with divisions—all so important when your world draws in to a hospital bed!

The colour scheme is orchid and green with the walls a soft, refreshing orchid shade. Furnishings are in bleached oak finish, and on the beds are inner-spring mattresses so wonderfully comfortable! Curtains, chairs and footrest are in enlivening awning stripe pattern. Green and white coverlets grace each bed, while a cosy green wool throw adds beauty and comfort. Truly a hospital ward to be proud of, Eatonians! And how heart-warming it is to know that it will help to bring comfort to many of our sick and suffering fellow men!

"There Is But One Race — Humanity!"

Our Charitable Fund's Proud Achievement

Proudly we present the annual report of Winnipeg Eatonians Charitable Fund for 1947! The great work for humanity that has been accomplished speaks for itself. Glance down the long list of worthy causes that have been helped by your contributions—the little children, the veterans in hospitals, the aged and homeless!

As you know, this fund is in no way connected with the welfare of Eatonians—its sole purpose is to help the causes and the charities listed here.

If you are not a member of the Employees' Charitable Fund may we urge you to see the welfare secretary of your department—or any member of the committee listed here and sign a card TODAY. Naturally we must keep adding to our membership if we are to sustain the good work shown in this balance sheet. The amount you are asked to subscribe is very small indeed—so small it will never be missed—but "many mickles make a muckle!"

Employees' Charitable Fund

Committees, 1948-1949

- (1) Mr. B. Galbreath (122), President
(2) Mr. A. Barry (261), Vice-President
Mr. H. Greenwood (175),
General Secretary (Permanent)

MAIL ORDER

- (1) Mr. H. Graham (118), chairman
(2) Miss J. Farr (15), secretary
(1) Mr. L. Allan (41)
(2) Miss S. Lancelin (116)
(2) Miss E. Pasmore (122A)
(2) Miss J. Wilson (33)

CITY

- (1) Miss E. Gibson (300H)
(2) Mr. J. Spratt (212)
(1) Mrs. K. Morrison (147)
(1) Mr. G. Smith (130)
(2) Miss J. Eldred (104), secretary
(2) Mr. R. A. MacDonald (901), chairman

PRINTING PLANT, GARAGE AND DELIVERY

- (2) Mr. F. Horne (151)
(1) Mr. G. Vine (109)
(1) Mr. C. Smith (142), secretary
(1) Mr. G. Carpenter (146), chairman
(1) Term of office expires Dec. 31st, 1948.
(2) Term of office expires Dec. 31st, 1949.

H. GREENWOOD, General Secretary.

Approved: B. C. SCRIVENER.

No, the heart that has truly lov'd
never forgets,
But as truly loves on to the close,
As the sunflower turns on her god,
when he sets,
The same look which she turn'd when he rose.

* * *

—Thomas Moore



A bored cat and an interested cat were watching a game of tennis.

"You seem very interested in tennis," said the bored cat.

"It's not that," said the interested cat. "It's just that my old man's in the racquet!"

Statement of Eaton Winnipeg Employees' Charitable Fund

For the Months Jan. 1st, 1947, to Dec. 31st, 1947

EMPLOYEES' COLLECTIONS

January Credit Balance.....	\$ 4,108.70
January Donation25
January Collections	725.50
February Collections	712.95
March Collections	711.05
April Collections	715.45
May Donation	20.00
May Collections	887.30
June Collections	840.60
July Collections	719.85
August Collections	673.35
September Collections	758.20
October Collections	821.20
November Collections	841.55
December Collections	847.15
December Interest	98.37
	<hr/>
	\$13,481.47

DISBURSEMENTS, DONATIONS, ETC., FOR 1947

January—Printing	\$ 6.00
February—Printing	6.75
Printing	27.27
March—Canadian Red Cross	300.00
Community Chest	3,125.00
Printing	5.40
April—Printing	5.40
May—Lakeside Fresh Air Camp	100.00
Lakeside Fresh Air Camp (Hospital Supplies)	100.48
June—Robertson Fresh Air Camp (Hospital Supplies)	75.58
July—Platform and Swings, Children's Home	500.00
Robertson Fresh Air Camp (Toys for Children)	49.52
August—Deer Lodge Hospital (Ash Trays)	5.30
October—Community Chest	3,500.00
November—Salvation Army (Red Shield)	300.00
Princess Elizabeth Fund	42.00
Sir Hugh J. McDonald (Christmas Cheer)	30.00
Home Welfare (Christmas Cheer)	50.00
Protestant Orphanage (Christmas Cheer)	50.00
Ladies' Auxiliaries, Army, Navy (Christmas Cheer)	25.00
Light House Mission (Christmas Cheer)	75.00
Ladies' Auxiliary, Imperial Vets (Christmas Cheer)	25.00
Good Neighbours (Christmas Cheer)	50.00
December—M.D. 10 Hospital Ward (Christmas Cheer)	26.27
Children, St. Boniface San. (Christmas Cheer)	3.50
Cards for Parcels	30.50
Kildonan Home (Christmas Cheer)	118.83
Grace Hospital (Furnishing Semi-Private Ward)	638.26
Deer Lodge and Vets' Annex Hospitals (Smokes, etc.)	650.00
	<hr/>
	\$ 9,921.06

Credit Balance, December 31st, 1947 3,560.41

\$13,481.47

The above statement is correct.

T. M. Elliott, auditor.



A Night In The Orient

Mr. W. Grierson, Supervisor, Toronto Buying Office,
Give Assistants An Evening To Remember!



Left Picture: Mr. W. Grierson. Head Table Guests, left to right: Messrs. A. R. Tucker, W. Grierson, guest speaker; Harry Craik, president; A. H. Young, mail order superintendent, and J. Dunlop.

What more enjoyable way to spend an evening than to embark on an "arm-chair voyage" to the Orient! Romantic Singapore, "port of a thousand adventures"; Waikiki Beach in January! Troubled China with its teeming millions; the post-war Japan of General MacArthur; mystic, troubled India; "down under" to Australia and New Zealand—far-off lands of peace and comparative plenty; austere England, and home! Such was the itinerary upon which Mr. W. Grierson, supervisor of Toronto buying office, took his audience as guest speaker at the dinner meeting of Winnipeg store's assistants association on January 22nd.

Mr. Grierson's fascinating travelogue was accompanied by coloured moving pictures taken by himself and telling a story of a 30,000-mile journey, mostly by air, and covering a period of three months.

Mr. Harry Craik, assistants' president, introduced the speaker. Seated at the head table were the guest of honour, Mr. Grierson; Messrs. A. H. Young, mail order superintendent; A. R. Tucker, A. D. MacDonell, J. Dunlop, J. H. Keys, J. Patterson, L. Croft, secretary. A number of supervisors, group managers and heads of departments were also in attendance to greet the honoured guest.

Mr. Grierson told of leaving Toronto early in January, 1947, accompanied by Mr. N. Sinclair, on a business trip, the purpose of which was

to look for new markets and re-establish old ones.

The wonderful scenic colour film which ran for fifty minutes, plus Mr. Grierson's most interesting commentary, made this one of the most outstanding evenings in the history of our assistants association. Since Mrs. Grierson was not present at the meeting, flowers were sent to Toronto by the assistants association so that they would greet this popular Eaton couple on their arrival home. President Craik has since received a letter from Mr. Grierson expressing his thanks for the western hospitality extended to Mrs. Grierson and himself.

Again, thank you, Mr. Grierson, for a memorable evening—and come back soon!

Remarks By Mark

While editing a small newspaper in Missouri, Mark Twain received a letter from a subscriber complaining that he had found a spider in his paper—"What does that mean?" he wrote.

Mark Twain replied:

"Dear Old Subscriber: Finding a spider in your paper was neither good nor bad luck for you. The spider was merely looking over your paper to see which merchant is not advertising so he can go to that store, spin his web over the door, and lead a life of undisturbed peace ever afterward."

—Printer's Ink.

William M. Holmes Receives New Appointment

The New York Tribune reports that Mr. William M. Holmes, former president of Bonwit Teller Inc., New York, and one-time Eatonian, was recently elected chairman of the board of Jacqueline Cochran Inc., new incorporated cosmetic firm. Miss Cochran is named president. The original organization, Jacqueline Cosmetics, was formed in 1935. The incorporation leaves the controlling ownership unaffected.

Eight

"BY JUPITER!"

It's contagious!

What's contagious?

Wait until you see the film, "BY JUPITER!" Maybe you have caught "IT" already. Watch for further news items.

Fun, Frolic Set to Tune . . . Many Thrilling Prizes!



Left to Right—"Would you like to swing on a star?"—with 11-year-old Patricia Samels and Jacqueline Gorai? You bet your life we would! Next: Little Barbara Skinner, 6 years old, has been having trouble with "Miss Polly's Dolly." She looks anxious over the situation, but has a big smile for the camera in the group picture below. Next: The rootin' tootin' cowboy complete with spurs is 7-year-old Jimmy Hay, who renders "My Little Buckaroo." Right: Miss Lila Thompson receives her Good Deed award. Lower group picture shows choir and performers.

Youngest Performer Steals Show

Good Deed Broadcast at Portage la Prairie Delights With Youthful Talent

Bewitching five-year-old Ann Marie Grobb and her equally lovely sister, Edith, seven years old, warmed the hearts of studio and radio audience with their music and song on the Good Deed Club broadcast from the stage of the Playhouse Theatre at Portage la Prairie on January 24th. Talented little Ann played a piano solo, accompanied her sister's singing, and at the end of the broadcast, to the delight of all, she played for the singing of "God Save the King!" Talk about this "younger generation!"

Contacts' Cover Girls—In rustling taffeta frocks, of an 18th century styling, is it any wonder these were chosen as Contacts' cover girls?

As you can readily see from the pictures above, each contributor had an individual appeal that brought rounds of applause from the appreciative audience.

Eleven-year-old Miss Lila Thompson was the "Good Deed Award" winner, and hers was a story of courage and bravery. Lila used quick thinking when her four-year-old sister pulled a lamp off a dressing table. The lamp immediately burst into flames but Lila managed to pull the little one out from under the burning table and quickly guided sisters and brothers to safety.

Kerr Wilson, Good Deed announcer, kept the crowded theatre in a lively mood, and others in the group agreed it had been a "talented programme." Those on the managing end of these performances are Miss Val Kane, Good Deed Club secretary, Miss Edna Middleton, script writer, and Herb Roberts, Don Robertson and George Henderson from CKY staff.

TELL HIM NOW!

If with pleasure you are viewing,
Any work a man is doing,
If you like him or you love him—tell him now.
Do not wait till life is over,
And he's underneath the clover,
For he cannot read his tombstone when he's
dead.

—Baldwin Brevities

The harp that once through Tara's halls,
The soul of music shed,
Now hangs as mute on Tara's walls
As if that soul were fled.

So sleeps the pride of former days,
So glory's thrill is o'er;
And hearts that once beat high for praise
Now feel that pulse no more.



—Thomas Moore

Nine

CIVIC AUDITORIUM . . . Monday, March 8th



Front Row, left to right—Misses Ruby B. Gibb, mail order linens; Daisy Zetterstrom, drapery workroom; Winnifred Jamieson, drapery workroom; Mary Penner, drapery workroom; Mr. Wesley H. Alexander, basement meats.

Centre Row—Misses Rose A. Nunas, mail order draperies; Rose M. Palmer, mail order infants' wear; Roberta Valentine, box and bag factory; Mabel Hatch, printing plant; Margaret Orr, drapery workroom; Messrs. John Hall, carpenters; William McIntosh, carriers.

Back Row—Standing: Instructor, Mr. A. McIntosh. Messrs. Paul Reimer, mail order jewelry; Helgi O. Johnson, mail order women's coats; Charles Aldcus, mail order complaints; Eric McIlvenna, mail order exchange; James Stewart, mail order operating; Gordon Campbell, mail order packing; William McGimpsey, night watchman.

Missing from Picture—Messrs. Gerald Long, carpenters; David Knight, carpenters.

Twenty-One Eatonians Qualified First-Aiders

You can see these are the sort of folks who get what they go after. Twenty-one sat for their test Monday, February 2nd, and each and every one passed a fairly stiff interrogation by two examining doctors. Last October the store Safety Committee was asked to find out if a sufficient number of the boys and girls were interested in taking a St. John Ambulance First Aid Course. This class, manned by volunteers from store, mail order, workrooms, printing plant, etc., gave up a series of evenings, commencing early in November, and applied themselves to acquire a thorough knowledge of what to do in emergencies. This knowledge is easy to carry and may well be the means of saving life and limb for years to come. Congratulations are in order for the entire class!

(Contacts is indebted to Mr. A. Sizeland, secretary of Winnipeg store's Safety Committee for the above information.)

Qualifications of a First-Aider

1. OBSERVANT you should always be,
To take in all around you see;
Alert, and quick you will detect
What's wrong, and so your facts collect.

2. Be TACTFUL that you may secure
The patient's trust, and to ensure
A full account of all that's done—
The history, symptoms—
don't miss one.

3. RESOURCEFUL, too, that you may use
What is to hand, you cannot choose,
Splints, bandages aren't on the spot,
So improvise, use what you've got.

4. DEXTERITY will show your skill
In keeping patient very still,
Eliminating needless pain,
Thus help to get him well again.



5. EXPLICIT that instructions clear
Be made to helpers standing near,
To patient, too, that each may lend
Assistance as you him attend.

6. DISCRIMINATION will make plain
What first to treat, so you'd refrain
From giving aid to cases slight,
Till serious cases were made all right.

7. Be PERSEVERING if not soon
He wakens up from out his swoon,
Persistency oft wins the day,
So carry on, 'twill you repay.

8. SYMPATHY the patient needs;
Kindly words as well as deeds
Makes him feel he's in good care,
Help him thus his pain to bear.

—Canadian First Aid.



What if it is blowing and snowing . . .

It's None Too Early To Plan Your 1948 Garden

With the recent shortages and high prices of fresh vegetables, no home owner can afford to neglect the opportunity of making the garden produce to its utmost capacity this year.

Seeds have not advanced in price. In fact many varieties in the larger size packets are priced lower than they have been for several years, and when you consider the amount of food you can grow from a nickel packet or from an ounce of Eaton's seed, the saving is greater than ever before.



"Twill soon be time to 'Come into the garden mud.'"
(Pardon, Mr. Tennyson.)

Plan Your Garden Early

Before seeding time arrives, have a definite plan showing where you propose to sow the kind of vegetables your family like best, and try to avoid having any kind in the same location as it occupied in the garden last year.



- Sows Singly
- Sows Broadcast
- Saves Time
- Saves Thinning Out
- Saves Transplanting

Most of us waste seed by sowing too thickly, and in addition to this we fail to thin out the young plants at the proper time. The new,

convenient plastic **hand seed sower**, now obtainable can be adjusted to sow the smaller seeds of vegetables and flowers the proper thickness allowing, of course, for any that may fail to come up and for cutworm or insect damage.

Select Your Seeds Early

A definite garden plan should enable you to determine the exact amount of seed required for a given space. Too many of us leave our seed purchasing until the last moment, with the result that we buy hurriedly, and get more seed than we actually require, or very often find that some of our favorite varieties are sold out.

Many gardeners make the mistake of sowing small seeds too deeply. Our soil here in the Red River valley is on the heavy side, consequently the small seedlings have difficulty pushing through the soil, especially if a heavy rain has caused a crust to form on the surface.

Be sure to plant good seeds. The cost of seed is really small when you consider the amount of food it is possible to produce even from a nickel package. Many seeds hold their germination for two or more years if properly stored. It is, however, unsafe to sow seeds which have been carried over from the previous year without having them tested for germination and vitality.

Soil Fertility

Many vegetable gardens are expected to produce good crops year after year, without any thought being given to replenishing plant food elements so necessary to produce really fine vegetables.

In large centres barnyard manure is no longer available, but concentrated chemical fertilizers in various forms, are easily obtained and should be used at various intervals throughout the season for best results. **Garden Peat** is also a good soil conditioner and is very useful for opening up heavy soils.

The substantial contribution home gardeners can make in increasing the domestic food supply was amply proven during the war years. Their help is again enlisted for the year ahead when many areas of the world will be desperately in need of food. The individual contribution of home gardeners, may not be large, but in total, can be tremendously significant in adding to our total food supply.

Grow and Eat More Vegetables and thereby release more meat and wheat products for export to feed hungry peoples in other nations.

Contacts is again indebted to Mr. Peter Ross, seed department, for this valuable counsel on planning your new garden.

"OFT IN THE STILLY NIGHT"

Oft in the stilly night,
 Ere slumber's chain has bound me,
 Fond memory brings the light
 Of other days around me,
 The smiles, the tears,
 Of boyhood's years,
 The words of love then spoken;
 The eyes that shone
 Now dimmed and gone,
 The cheerful hearts now broken.

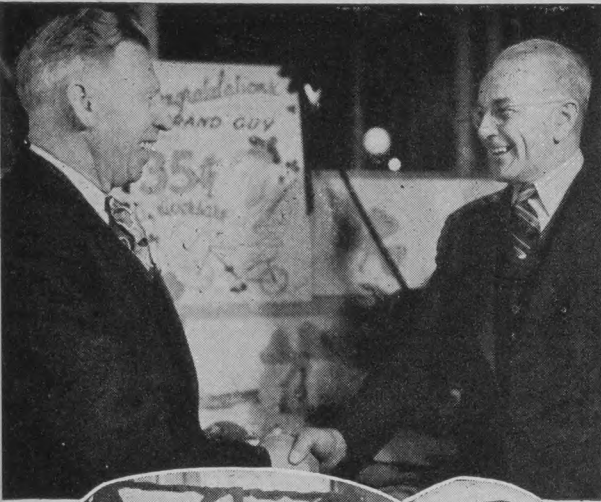


I feel like one,
 Who treads alone
 Some banquet-hall deserted,
 Whose lights are fled,
 Whose garlands dead,
 And all but he departed.

—Thomas Moore



"When Irish Eyes Are Smiling . . ."



Top left: "Congratulations, Finlay!" says Mr. George Allan (right), greeting his chief.

Top right: Mr. Tease is presented with a set of matched golf clubs from the time office staff and friends. Mr. B. C. Scrivener (right) does the honours.

At lower left of picture: Mrs. Tease receives a lovely bouquet of roses presented by Cathie Walker.

At extreme right of picture: The camera catches "Mrs. Timekeeper" in a charming pose.

Lower left: Against a background of shamrocks another staunch Irishman is honoured on reaching his 35th year with Eaton's. Joe Chettle is presented with a mantel radio by Mr. J. McCay on behalf of the men's clothing, mail order. Joe's desk was fittingly decked for the occasion and a large cartoon attested his popularity.

Lower right: From opulent looking hand knit socks and sweater to a huge china piggy bank, Mr. Tease's desk was piled with anniversary "loot"—the gifts of admiring friends.

On the banks of Shannon, when Sheelah was
nigh,
No blithe Irish lad was so happy as I,
No harp like my own could so cheerily play,
And wherever I went was my poor dog Tray.
—Henry Clay

Old Days! The wild geese are flighting,
Head to the storm as they faced it before!
For where there are Irish there's loving and
fighting
And when we stop either, it's Ireland no more!
—Rudyard Kipling

Twelve

EVERYBODY DANCE . . RELAX . . HAVE FUN!



Finlay Tease "Clocks" His 35th Year With Eaton's

(Please See Facing Page)

Can happiness be achieved without fame or riches? Definitely! But no man can be happy without friends. Abou Ben Adhem had the right answer. You'll recall his reply to the angel writing in a book of gold: "Write me as one who loves his fellow men. . . . And lo! Ben Adhem's name led all the rest."

It is with more than pleasure, therefore, that we record the 35th anniversary, on January 27th, of Finlay Tease, "keeper of the clocks." For despite a difficult and exacting job, Finlay Tease's Irish heart is warm and his friends legion!

Festivities for the lad from Donegal started with a breakfast party in the grill room. George Allan, custodian of mail order clocks, presided. Attending were the time office staff, also representatives from the wages, employment and kindred departments.

Tributes to Mr. Tease were warm in their enthusiasm and sincerity. Mr. A. D. MacDonell voiced the congratulations of the employment office and thanked Mr. Tease for his co-operation. He spoke of Finlay's quiet, efficient method of handling a difficult branch of the service, especially during the Christmas rush period.

Mr. R. B. T. Whitbread tendered greetings from the wages office. "We all admire Mr. Tease's calm dignity, the considerate and kindly manner in which he does a difficult job," declared Mr. Whitbread.

Mr. B. C. Scrivener, superintendent, said he had never known Finlay to administer his duties with a "sour look or a harsh voice. His fair play to employees is as outstanding as his loyalty to the Company." Mr. Scrivener also paid a gallant compliment to Mrs. Tease as a charming partner who had been of invaluable help to her husband over the years.

A set of matched golf clubs was then presented to Mr. Tease by our superintendent on behalf of the gathering, while Mrs. Tease received a lovely bouquet of roses, presented by Miss Cathie Walker.

Loads of Anniversary "Loot"

His office desk piled high with anniversary "loot" further attested to the popularity of Time-keeper Tease with his five time offices and 55 clocks scattered over an area of some 45 acres! Highlighting the gifts was one from the time office's only gal member, Cathie Walker—an opulent pair of socks knitted by her own lily-white fingers; nestling beside them was a lovely Scottish sports sweater from admirers in the wages office.

All day Finlay received greetings and phone messages. Finally, to top off a memorable occasion, the Eaton curling executive and friends stood Mr. Tease a dinner at the Marlborough Hotel when he was presented with a "sweet" fishing rod and reel. Not to be outdone, Fin's own curling team presented him with a box of golf balls.

A gala day indeed!

Finlay G. Tease was born in County Donegal, Ireland. In 1914 he went overseas with the Winnipeg Grenadiers. Transferring to the Cycle Corps, he rose to the rank of C.S.M., and was awarded the military medal.

So congratulations to another outstanding Eatonian and outstanding veteran in his country's service!

GOLDEN RULES OF PERSONALITY

Taken from "Success in a Nutshell,"
by E. F. G. Gerard

Shun idle gossip; never meddle in personal affairs.

Be a good listener; respect others' viewpoints.

Avoid arguments; keep cool, even if provoked.

Always be punctual! Keep no one waiting.

* * *

Who has not felt how sadly sweet
The dream of home, the dream of home
Steals o'er the heart, too soon to fleet,
When far o'er sea and land we roam.

—Thomas Moore

* * * *

"I couldn't have worked for a better firm . . ."

Joe Chettle Celebrates 35th Anniversary

Joe Chettle's Irish eyes were smiling, too, on January 27th, for this eventful day brought Joe his 35th anniversary with the Company, and all this time spent with the men's clothing, mail order. "I couldn't have worked for a better firm than Eaton's," declares Joe, "and that's no blarney, either."

Shure and his desk had been gaily decorated for the occasion and, of course, the shamrock held a prominent spot. Mr. J. McCay presented Joe with a mantel radio on behalf of the department and roses were sent to Mrs. Chettle.

The department and their pretty wives and colleens helped Joe celebrate with a tally ho party, and they ended at the home of Mr. and Mrs. Eric Dolan, where refreshments, games and dancing rounded out a grand evening of fun.

Joseph Henry Chettle joined the original City of Winnipeg 27th Battalion in 1915 and served overseas until 1918. Born in Sydenham, Co. Down, Ireland, Joe came to Canada when a young man and his objective was a position with The T. Eaton Co. Limited, Winnipeg, Man. Here our son of Erin met and married Dorothy Lidstone (300 department). Joe is fond of bowling and we also hear he reels a mean fishing rod. Congratulations, Joe!

Thirteen

CIVIC AUDITORIUM . . . Monday, March 8th



Timothy Eaton

Quarter Century

Club

Inaugurated 1919

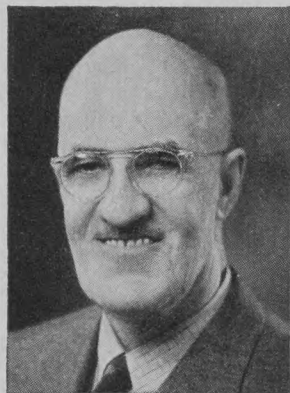


Welcome to the EATON Quarter-Century Club

F. A. (Alex) MACRAE

An Irishman does enjoy an argument—F. A. (Alex) MacRae (a fighting Irishman from the banks of the Red River), joined the receiving room staff in 1922 and has spent his entire service in this department. Mr. D. L. Galbraith welcomed Mr. MacRae into the fellowship of the Quarter-Century Club and presented "Mac" with a handsome mantel clock from his fellow workers.

Alex MacRae served overseas with the 8th Battalion, "Little Black Devils," in World War I. Mrs. MacRae was the former Rae Drake, music department. Mac enjoys gardening, reading and does a little amateur photography on the side.



JAMES MOORE HONOURED

Regina Store's "Original Canadian" Attains Quarter Century

Mr. James Moore, of Regina receiving room staff, became a member of the Quarter-Century Club on February 12th, 1948. Jimmy was born at Norway House, Manitoba, and worked for the Indian Department in Regina and at File Hills for ten years previous to joining the staff of The T. Eaton Company in 1923. His first job with the Company was as a driver hauling merchandise from the freight sheds to the warehouse, and he drove a champion team—they won first place in the open class heavy draft horses at Regina Exhibition with Jimmy holding the reins. Jimmy also worked for a time in the hardware packing department and then to the receiving department in 1939, where he has been ever since.

On the memorable day, the 12th, Regina quarter-century members gathered to honour Mr. Moore. They were: Mr. H. Maltby, Mr. A. Stevens, Mr. W. J. Bourne, Mr. W. Clayton, Mr. F. J. Moge, Mr. E. G. Cock, Mr. Grindlay, Miss McDonald and Mr. Reid. Also present were Mr. Owen and Miss Pitman, representatives of the department. On behalf of the Company, Mr. Maltby presented Mr. Moore with his certificate and engraved gold precision wrist watch, and, on behalf of the staff, Mr. Stevens made the presentation of a rawhide club bag.

A very appropriate wire came from Mr. E. Saville, manager of Moose Jaw store, and we would like to quote it here and endorse it: "Congratulations and best wishes on this happy occasion. No more welcome member ever joined the Quarter-Century Club. May your teepee be always full of joy and your pockets full of wampum!"

* * * *

THIRTY YEARS WITH EATON'S

During February the Following Eatonians Completed Thirty Years of
Continuous Service With the Company:

Miss Dorothy Bowery (fancy goods workroom),
February 1st.

Albert Churches (elevators), February 4th.

Frederick Horton (freight transport), February
2nd.

Douglas Kinnear (ticket writing), February 18th.

Congratulations, folks!

Fourteen

EATON'S SPRING DANCE . . Civic Auditorium



Top Picture—Mr. Grose receives a gift of luggage presented by Mr. Ross Screation. Mrs. Grose (left), Mr. Hinch and Mrs. Screation look on admiringly.



Lower Picture—Left to right: Mrs. R. Hinch, Mr. R. Screation, Mrs. Grose, Mr. Grose, Mr. R. Hinch and Mrs. Screation.



Freda Sveinson delights with her piano accordion.

MELVIN H. GROSE

Pioneer member of the Eaton candy factory, Mr. Melvin H. Grose celebrated his quarter-century in the Company's service on Thursday, February 5th, when a dinner party was held for him in the grill room at store closing. Mr. Reg Hinch, head of the candy factory, presided. Seated at the head table were: Mr. and Mrs. Grose, Mr. Ross Screation, supervisor, and Mrs. Screation, Mr. and Mrs. Reg Hinch. In addition to the candy factory staff, those present included representatives from the parent department, also Mr. and Mrs. W. Gould and Mr. and Mrs. W. E. C. Hurlburt.

Entertainment was supplied during the delicious dinner by two youthful members of the candy factory, petite Freda Sveinson, piano accordionist, and "Frenchy" DesRosiers, pianist. The programme of popular and classical numbers rendered by these talented young people was keenly enjoyed.

First Member of Candy Factory

It was indeed an honour and a distinction to belong to the Eaton Quarter-Century Club, Mr. Hinch told the gathering, and it also carried material value. Mr. Grose, said he, was the

first member of our candy factory staff. He had worked hard and was largely instrumental in building it up to its successful proportions, with a staff that today numbers 46 Eatonians.

Mr. Screation paid a warm tribute both to Mr. Hinch and Mr. Grose as a "fine team." He also spoke of the early difficulties when the factory had only hand-powered machines. He then presented Mr. Grose with a handsome Gladstone bag as a token of affection from the staff.

Responding, Mr. Grose thanked his associates both for the gift and for the co-operation they had always given him. He also greeted the old-timers present to honour him. It had been a happy twenty-five years.

Born in Churchill, Ont., Melvin Grose has spent his entire Eaton service with the candy factory. He served overseas in World War I with the 76th Field Battery. Mrs. Grose was the former Jean Boyle, 119A department. They have four children: Betty, David, Gerald and James. Mr. Grose is a solid citizen with a well-rounded-out life that includes church and community work, gardening and lawn bowling.

Many happy returns!

Around the Store News

Peggy Davidson (city merchandise) is wearing a gorgeous diamond. Lloyd Goodman is the lucky man. Appropriately, Peggy received her ring on St. Valentine's Day.

* * *

Glad to hear that Miss Muriel Ashby, executive offices, sixth floor, is making satisfactory progress following her recent throat operation. We've missed you, Muriel. Hope to see you back soon.

* * *

The notions department gals were nursing a few sore spots Wednesday, February 18th, after hiking and sliding out at Lockport. Reports have it that everyone had a super time, and we heard the big question: "Why don't we do this more often?"

(More Store News on Page Twenty-Seven)

An Irishman and a Scot found themselves seated side by side, and each tried to impress the other with the distance he had travelled. After much discussion the Irishman admitted he had sailed the Seven Seas, and that he had been to the end of the world.

"And what did ye see there?" asked the Scot.

"Sure, there was a great big wall reaching to the sky."

"Ah, weel," said the Scot, "it's a pity ye didn't look over that wall, for I was behind it fishin', ye ken."



"Welcome To The Quarter-Century Club"

(Continued from Page Fifteen)



Top Row—City ad. and former members of the staff gather to congratulate Miss George.

Lower Row—Left: May admires her quarter-century gift. Right: May has a radiant smile for Mr. J. P. Ellis as he presents her with a coffee table on behalf of the staff.

ALBERTA M. GEORGE

Saturday, February 14th, was not just another St. Valentine's Day for Miss Alberta (May) George, city advertising office—this day of hearts and cupids also brought Miss George a membership into the Eaton Quarter-Century Club.

May's big day went into high gear when on her arrival at the office she beheld her book-keeping desk gaily decked for the occasion—a salute from our good neighbours, the display department. Next came that all-important visit to the executive offices, where Mr. R. S. McCordick, general manager, presented Miss George with her framed membership in the Quarter-Century Club and its accompanying gift.

Among the early visitors to offer May their congratulations were Mr. R. M. Pinfold, assistant general manager, and Mr. W. G. B. Dailley, staff superintendent. Former members of the city ad and many friends around the store also dropped in to wish May "many happy returns," and her desk was literally covered

with gifts of flowers, chocolates and individual tokens of remembrance.

Calling the staff together, Mr. J. P. Ellis extended the city ad's congratulations and paid a warm tribute to Miss George's loyalty to the department. He also spoke of May's many acts of kindness to her associates over the years. Miss George was then asked to accept a gracefully designed coffee table, a gift from her associates. Looking radiantly happy, she thanked all the "city ads and addettes" not only for their material gift, but also for their gift of friendship over the years.

To top off this happy event, the girls of the city ad stood Miss George to a luncheon at Moore's, when a gift of toiletries was presented.

There is a destiny that makes us brothers,
None goes his way alone;
All that you give into the lives of others
Comes back into your own.

JOHN BARTHOLOMEW

Excuse us for being a bit facetious, but Thursday, February 5th, was a most "egg-ceptional" day for Mr. John Bartholomew, who presides over the egg room, since it marked Mr. Bartholomew's quarter-century of Eaton service.

The staff caught up on Jack and presented him with a lovely table lamp and an album of James Melton records. Our eligible bachelor received his gifts surrounded by Valentine hearts and cupids, to which he is apparently bomb-proof.

Cousin of George Bartholomew, his predecessor who recently retired, Jack was also born in County Armagh, Ireland, and brought up in the egg business.

Jack likes the quiet life and is never happier than when tinkering with the "innards" of a radio or listening to good music.

His many friends throughout the store join in wishing Jack Bartholomew the best of health and good luck in the years to come and hope that he will have a very enjoyable quarter-century holiday.



RECENT APPOINTMENTS

Winnipeg, Man.

Department W248—Women's furs;

Department W1048—Fur storage;

Department W1049—Fur repairs:

MR. S. G. MATHIAS, first assistant.

MR. L. E. JOHNSTON, first assistant.

Department W161—Mail order cashiers:

MR. S. E. McKAY, head of department.

MR. D. J. BLYTHE, first assistant.

Camrose, Alta.

Mail order office and a retail department to be known as "Cam. 260":

MR. J. C. HACK in charge.

Prince Rupert, B.C., Order Office

MR. ORIN C. ODEGARD in charge.

Vancouver Mail Order Operating and Service

MR. B. GALBREATH, head of department.

PRINTING PLANT PATTERN

Not under the catalogues—here, there, everywhere—but under the weather are Charlie Burns and Dave Arnott.

Nice to see N. Borland back, and we are glad to hear Tom Griffith is out of the hospital.

February 12th—It was a long time "no see," Miss E. Wilde.

February 17th—Howdy! Findlay Cameron.

Henry Kauk was the recipient of a lovely lamp on leaving the service. Good luck to you, Henry.

The second clasp to the Canadian Efficiency Medal has been awarded to Capt. (2) Bernard R. Moody, Queen's Own Cameron Highlanders. Barney, who is a member of our pressroom staff, was wounded at Dieppe.

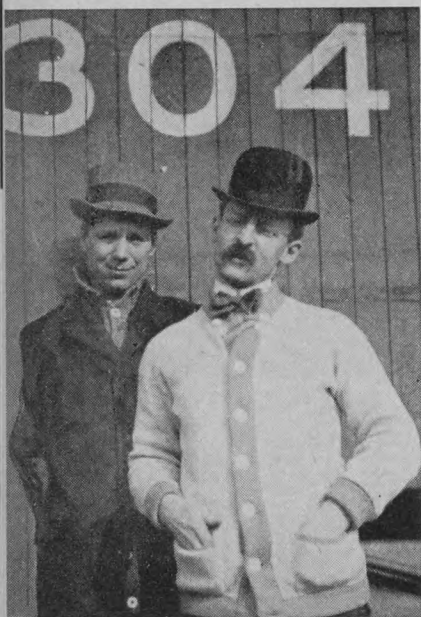
We were sorry to hear of the passing of Mrs. Charles Hall, on February 16th. She was the wife of Charlie Hall, who retired from the printing department some years ago. —B. Goulet.

DOROTHY BOWERY HONOURED

Congratulations to Miss Dorothy Bowery, who celebrated thirty years with the Company on February 1st. Miss Bowery was the recipient of a lovely handbag from the department and a number of individual gifts from her many friends. The staff treated Miss Bowery to a dinner at Moore's on Saturday, January 31st. Starting with the pattern department, she later joined the fancy goods workroom, where she has spent most of her thirty years.

Miss Bowery is seen fourth from right beside her chief, Mr. L. Shaw.





Top Left—Howard receives a token of affection from his fellow workers. Mr. D. S. McKellar makes the presentation.
Top Right—The furniture warehouse staff gather to honour Howard.
Lower Left—**Rainy River, 1910.** Howard Goodridge (left) and the late Charlie Band.

Fellow Workers Salute Howard Goodridge

Pioneer Eatonian of Winnipeg Store Retires
After Nearly 43 Years With Company

It was away back on July 18th, 1905, the day after Eaton's opened in Winnipeg, that Howard Goodridge, a Manitoba boy born at Headingly, became an Eatonian. A steady, loyal employee, well liked by all, Howard served the Company for over 42 years, and finally, on January 17th, 1948, he decided to retire and build up his health. In tribute to this fine Eatonian, a delegation from the store joined with the Alexander Avenue warehouse staff in giving Howard a farewell salute.

Headed by Mr. D. S. McKellar, then supervisor of the furniture department, the party included: Messrs. A. D. MacDonell, A. C. McFetridge, Ed Rogers, Stan Robertson and Dave Oliphant.

Mr. McKellar thanked Mr. Goodridge for his long and outstanding service to the Company and wished him improved health. He then presented Howard with a well-lined wallet as a parting token from his associates. Individual tributes to Howard as an Eatonian and a man then followed.

Mr. Jack Scott, a life-long associate, said that Howard is the type of man that has helped to make Eaton's what it is today. Service illustrating Howard's devotion to getting the goods out right and on time, regardless of the hour.

Mr. Stan Robertson, speaking as an old friend, also bespoke more of the Goodridge brand of loyalty to the Company.

Mr. A. C. McFetridge (who went to dancing school with Howard) added his good wishes.

Mr. A. D. MacDonell was glad to have known so fine an Eatonian. While Howard was no longer punching a time clock, he still was an Eatonian and always would be.

Dave Oliphant (retired) spoke of Howard's fine contribution to fraternal work.

Fred Latter thanked the party from the store for attending and paying tribute to Howard, who was so highly regarded and would be missed by all.

Responding, Howard warmly thanked the gathering. It had been a long road but a pleasant one and he was proud to have been an Eatonian. The Company was the very finest and he had made a lot of very dear friends.

Mr. and Mrs. Goodridge have three daughters—one a school teacher, one with the Dominion Bank and another at home. Howard was active at hockey and baseball in his younger days and was on the first Eaton team to play in the Mercantile League.

One Unforgettable Memory—One incident in his Eaton service that Howard will never forget was the tragic and disastrous fire at Rainy River in 1910. The accompanying picture was taken at Baudette, Minnesota, U.S.A., at the time. Four Eatonians were sent down by the Company with a carload of clothing to distribute among the homeless people. "We helped in the burying of about 85 of those who lost their lives in the fire," says Howard, "and did what we could to comfort the bereaved. There were two towns wiped out, Baudette and Spooner. What Eaton's did was a real neighbourly act." In the picture are Howard Goodridge (left) and the late Charlie Band.

Eighteen

Get Spring In Your "Swing" . . . LET'S DANCE!



Left—"Nifty" has a heart-to-heart talk with his old friend, Mr. W. B. Pickard, construction and mechanical superintendent (back to camera).
Centre—Presto! Mr G. M. Eaton "explains" the match-box trick. Acting "chefs" Don Kirkland (centre), Leo Battaglia (left) and Johnny Young look on, still mystified.
Right—"Nifty" shakes the hand of his chief and staunch friend, Mr. Jack Morrison.

SO LONG, "NIFTY"!

You Old Warhorse

[Time . . . Noon, February 11th]
[Place . . . Scott Memorial Hall]

Who spattered paint on Mr. Murray's steam pipes? The suspect, one Robert Joseph Young (alias "Nifty") was obviously worried. A small dark man, he sat huddled in his chair, nervously puffing at a pipe but not enjoying it.

He was carefully shaved and nattily dressed, as always, but those eyes that usually twinkled with impish good humour now had a troubled look beneath their shaggy brows. He glanced uneasily at the impassive faces of the dignitaries that flanked him on both sides of the long table. What would they say about him? How should he reply? Here he was, the adroit "Nifty," stumped at last! Yes, Robert Joseph Young was in a blue funk. But it wasn't because of a few vagrant drops of paint—you don't worry about things like that when you're 76.

But to get to the point—the occasion was a farewell send-off for that unforgettable personality—that painter-prankster—that buoyant spirit—that lovable Eatonian—"Nifty" Young, retiring after 33 years of continuous service and off to California. It took a spacious hall like the new Scott Memorial to accommodate all the friends who insisted on being present, and these included, at the head table: Mr. G. M. Eaton, director; Mr. W. B. Pickard, construction and mechanical superintendent; Messrs. Jack Morrison ("Nifty's" boss), Alex Murray, Clayton Tucker, Arni Arnason, Graham Carpenter, Alex Bowman, Sayre Blenkhorn and Sam Hives.

Tables were set in the big assembly hall (recently decorated by Eaton painters), while down in the basement kitchen Chef Henri Voegeli had a delicious roast beef dinner ready to serve, following a reception hour. Don Kirkland, Bill Falls, Chuck Smith, Glen Gurney, Johnny Young and Leo Battaglia acted as waiters, and there were no reports of any thumbs in the soup. Jimmy Quinn presided at the head table and also led the community singing, with Ted Beighton accompanying on the piano accordion.

"Nifty's" Wonderful Technique

Tributes to "Nifty" were all spiked with references to his contagious good humour. The stories told of his pranks kept a merry tempo to an event that was tinged with regret over losing a comrade so gay and lovable.

Mr. Gilbert Eaton said: "We are losing a good friend for the Company and a personal one for me." Mr. Eaton thanked "Nifty" for his loyal service and good work done in such a cheerful way while going about the job.

Clayton Tucker and Alex Morrison took "Nifty" back over the years a bit with reminiscences. Mr. Murray charged "Nifty" with spattering paint on his beloved steam pipes, but admitted that he must "have something" when so many engineers could be induced to turn out to honour him.

In more serious vein, Jack Morrison, painters' chief and "Nifty's" friend of many years, thanked him personally for his sincere and cheerful co-operation with the paint shop and wished "Nifty" happy years ahead with his family in California.

Mr. W. B. Pickard spoke of "Nifty's" "wonderful technique for laughing things off." "Nifty" had done many fine things for the Company—he had been a splendid employee, a splendid husband and father, and a grand gentleman "except when he played billiards with John Kooning." Mr. Pickard then presented "Nifty" with a handsome Gladstone bag from his associates. Three thunderous cheers for "Nifty," followed by a whopping "tiger" then rent the air. Visibly shaken and swallowing hard, our doughty little hero got to his feet.

Quickly regaining his usual fluency, however, "Nifty" "tossed the ball" back at Alex Murray with a friendly rib about the engineers. Then the suspicion of a tear came into his eye as he said: "I'll be 76 next birthday, but as long as I live I'll never forget this day." (All of

(Continued on Page Thirty-Nine)

Nineteen

CHAS. CRUICKSHANK'S 18-Piece ORCHESTRA



EATON'S HOCKEY BOOSTER

AT THE AMPHITHEATRE (DATE

RANGERS

Top Left, Back Row—H. McNally (d.), B. Duptak (c.), G. Campbell (d.), E. Wall (manager), B. Maskell (l.w.), S. McLean (r.w.), Ed Bergen (d.), L. Beaudry (c.).

Front Row—A. Suffron (d.), J. Stewart (l.w.), F. Swanell (l.w.), K. Aikmen (r.w.), C. Elrick (goal), M. Egan (r.w.), D. Boyle (d.). Missing from the picture: T. Clear (r.w.).

FLYERS

Top Right, Back Row—D. Thomson (coach), S. Morosoff (w.), D. Philpott, captain (w.), C. Roberston (d.), J. Askew (d.), D. Heffel (c.).

Front Row—B. Summers (w.), G. Hadden (w.), F. Philpott (goal), D. Murray (c.), B. Marsh (w.). Missing from picture: B. Luff and B. Hientz.

Here It Is, Folks . . .

Your Own Eaton Hockey League

A four-team league of fast, hard-battling hockeyists who know their way down the ice! Composed of two teams from the mail order and two from the store—they are:

Mail Order—RANGERS and GREMLINS

Store—FLYERS and ROCKETS

Ted Lee (jewellery) is league president.

The boys have been hard at it Wednesday and Saturday evenings at the Olympic Rink and are rarin' to go into the finals.

These will be played at a **Big Booster Night** to be held at the Amphitheatre Rink (date to be announced later—watch time office boards).

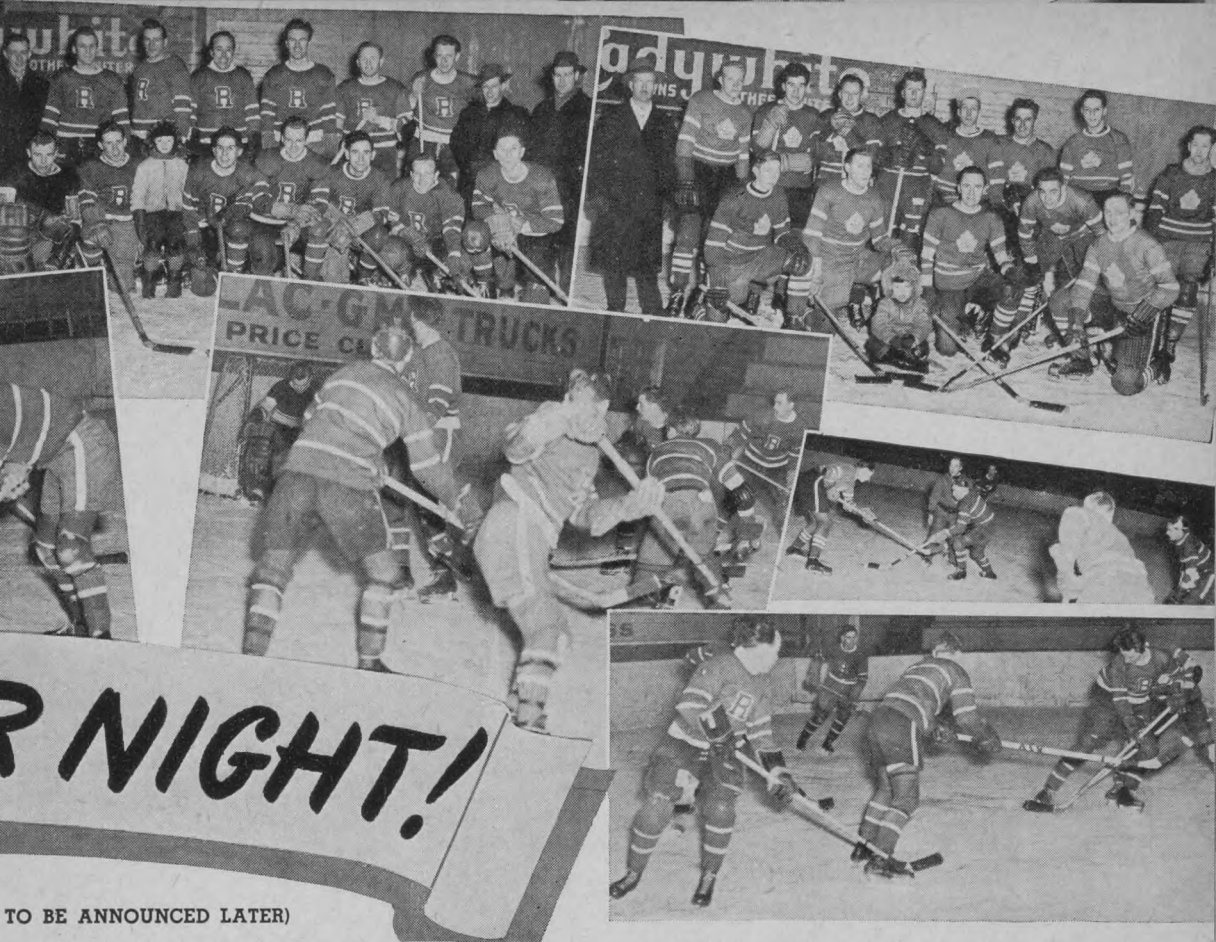
So Get Set Hockey Fans to Back Your Favourite Team With a Big Turnout on That Night!

Proceeds Will Be Devoted To Charitable Purposes

Twenty



"PARDON ME!"



TO BE ANNOUNCED LATER)

ROCKETS

Top Left, Back Row—T. Lee (manager), B. Marks (goal), K. Kelpin, captain (d.), P. Maitland (w.), G. Blakeman (c.), D. McPherson (d.), B. Brown (c.), J. Hobday (w.), F. Thompson (coach), J. Martin (trainer).

Front Row—B. Stein (goal), G. Hamilton (c.), Dale Scott (mascot), G. Forth (w.), R. Bader (w.), D. Gray (d.), J. Best (w.), A. Monk (d.). Missing from picture: R. Hodgson (w.).

GREMLINS

Top Right, Back Row—H. Johnson (manager), J. Jones (d.), R. Lang (d.), J. Lemmen (l.w.), H. Wiebe (c.), W. Vessy (goal), A. Wagner (l.w.), D. Sutton (c.), F. Anderton (r.w.).

Front Row—T. Cieran (r.w.), K. Gibson, coach (d.), J. Muirhead (l.w.), N. Doyle (c.), J. Tyler (r.w.), Rolly Anderton (mascot).

Hold Everything! You Have a Date to Attend The . . .

Eaton Hockey League's Finals and BIG BOOSTER NIGHT!

At The Amphitheatre

(Date To Be Announced Later)

**Eaton Hockey Play-Offs—Promising Fast, Exciting Hockey
Broom Ball and Other Features**

WATCH TIME OFFICE BOARDS FOR DATE!

Twenty-One



SHAKE, PAL—IT WAS A SWELL GAME



Top Row—Left: How to do the famous balloon dance, as shown by Molly and Johnny Curle (left of picture). Centre: Watch it! Watch it! Vic Stilwell getting ready for the balloon dance. Right: A merry group of hikers at the table.

Centre Row—Left: And they call this dancing! Kay and Bill Patterson tripping the light fantastic. Centre: Barbara Ramsay and Fred Holloway (left of picture) in the balloon dance. Right: Merrymakers dancing and a picture of the whole crowd.

Lower Row—Left: Another glimpse of the gang at the dinner table. Right: What a wonderful evening. Do we have to leave?

THE RADIO RAMPAGE

Snow-clad members of the radio and music department and friends enthusiastically gathered at the Edgewater Gardens on February 17th for a gala evening of fun!

The crowd trudged along the crusted snow, tumbled down steep banks, and finally retreated to the Edgewater, where everyone enjoyed a wonderful dinner, sing-song and dancing.

Winners of the balloon dance were Jack and Eldrid Kuhn. The prizes were a squeaky pig for Eldrid and a "loving-cup" for Jack.

Vic Stilwell called a social one-step and Kay Patterson called an elimination dance. This was won by Deborah Tibbs and George Curie. The remainder of the evening was spent by

dancing strenuous polkas, whirling waltzes, lively schottisches, and some people just danced.

The grand finale to the evening was a sing-song, accompanied by "Spike," our versatile pianist. What a hike! What a dance! What fun!

Limitation of aim is the mother of wisdom and the secret of achievement.

* * * —Goethe.

The juke box in the Oasis Bar on upper Broadway, in New York City, contains one item billed: "Five minutes of silence for a nickel." The item does a land-office business.

Twenty-Two

"Swing" to Spring . . . MAKE UP YOUR PARTY



"A Little Bit of Heaven"



Top Row—Left: Isn't this a handsome picture? These boys are Bob, 4½ years, and Tommy, 1½ years, sons of Jim Ward (carpets). Centre: "Say, I like that!" says wee Bobby Chalmers, 5-months-old son of Ken Chalmers (hardware) and the former Dorothy Bloomer (hardware order board). Right: Bill Taggart (drugs) has good reason to be proud of this twosome! They are Linda May, 20 months, and Billie, 6 years.



Lower Row—Left: "Can't I sit up straight?" says pretty Beth Dyer, 10-months-old daughter of Mrs. Doris Dyer (formerly of mail order correspondence). Next: This charming little gal is the daughter of Mr. L. J. Hawksley (women's garments, mail order). She is 1½ years old. Next: Meet 5-year-old Judith Diane Watson, daughter of Mr. J. Watson (staples). Think she looks like her daddy? Right: Judith Ann Quinn, 2½-year-old daughter of Mr. J. T. Quinn (life assurance), could be a budding young photographer's model?

FRED T. JAGGARD RETIRES

Veteran Mail Order Furniture Man Plans Full-time Gardening

Mr. Fred Jaggard, a veteran member of the furniture department, mail order, recently retired from the employ of The T. Eaton Co. Limited after 35 years of service.

Fred, as he is more commonly known, has been a loyal and devoted Eatonian, and upon his retirement a large group of associates and friends joined in honouring him at a dance, held in the West Kildonan Legion Hall. On behalf of those present, Mr. A. C. McPetridge presented Fred with a lovely tilter-type chair and footstool to match in wine velour.

Mr. Jaggard's hobby is growing flowers, and he will probably be devoting the majority of his time to gardening as soon as spring comes along.

We all join in wishing you the best of everything for the future, Fred, and may you continue to grow as beautiful gladioli as you have in the past.



Twenty-Three

Get Your Tickets NOW! . . Eaton's Spring Dance

Want Some New Recipes?

Would you like to give the family something new to perk up their winter-weary appetites? Here are a few scrumptious suggestions from the magic book of Miss Louise Martin, B.Sc., H.Ec., Eaton dietitian's staff. The lack of greens creates a problem for every housewife, but there's no problem in these recipes—so why not try them and surprise the family with a welcome spring-time treat!



West Coast Casserole

½ cup seedless raisins. 2 tablespoons pickle relish.
1 15-oz. can of salmon. ¼ teaspoon salt.
1 cup medium white sauce. Few grains pepper.
1½ cups buttered crumbs.
¼ cup mayonnaise.

Rinse raisins in hot water. Dry and cut fine. Remove bones from salmon and break into large pieces. Mix white sauce, mayonnaise, relish, salt and pepper. Place one-half of salmon in a casserole, cover with a layer of crumbs and half the white sauce mixture. Repeat and top with crumbs. Bake in a hot oven (425 deg. F.) 15 minutes. Serves six.

Toasted Carrots

Roll whole cooked carrots in melted butter or cooking oil, then in crushed corn flakes seasoned with a little salt, pepper and paprika. Place under a broiler. Baste occasionally with additional oil. Turn frequently until crisp and brown.

Turnip and Carrot Slaw

Combine 3½ cups shredded raw turnips and 2 cups shredded raw carrots. Chill. Mix ¼ cup mayonnaise, ¼ cup sour cream, ½ teaspoon salt, ¼ teaspoon prepared mustard, and few grains of pepper. Toss the vegetables lightly in the dressing. Garnish with sliced pickle. Serves six.

Chicken Saute Louisiana

For four people, disjoint two small broilers, dredge the pieces in flour, and saute quickly in butter.

Chop very fine, one large onion, two sprigs of parsley and one clove of garlic (optional) and simmer in two tablespoons of olive oil. Add two tablespoons of chili sauce, salt and pepper.

When the chicken is cooked, put on platter. Add quickly half a glassful of white wine to the vegetable mixture, blend for a moment, and pour very hot over the sauted chicken. Add a little cayenne if desired.

Cheesed Potato Chips

Spread potato chips in a shallow pan and sprinkle generously with dry grated American cheese. Place in a hot oven (400 deg. F.) for about ten minutes. Serve hot.

Spinach Souffle

Finely chop two cupfuls of cooked spinach that has been well drained. Add two tablespoons of chopped onion that has been sauted in butter. Then mix in one cupful of cream sauce to which two tablespoons of grated cheese have been added, salt and pepper, and a little ground nutmeg. Next, add four egg yolks beaten and fold in the egg whites, which have been beaten to a froth. Pour into a well-buttered souffle dish and bake in a moderate oven until done.

Cream-Cheese Cookies

1 pkg. cream cheese. 1 cup flour.
½ cup shortening. ¼ teaspoon salt.
½ cup sugar. ½ teaspoon nutmeg.
1 egg yolk. ½ teaspoon vanilla.

Cream the cheese and shortening. Add sugar and egg yolk and cream all together until light and fluffy. Sift flour, salt and nutmeg together and work into creamed mixture. Add vanilla. Chill several hours in the refrigerator. Roll out a part of the dough at a time on a floured board and cut out with cookie cutter. Bake on greased cookie sheets in a moderately hot oven (375 deg. F.) about ten minutes, or until light brown at the edges. These can also be dropped by teaspoonfuls on to the sheets several inches apart. Bake in the same way.

Chocolate Treats

Melt chocolate peppermints over hot water. If too thick to spread, add hot water. Spread on hot, unbuttered toast. Top with chopped nut meats.

Maple Toast

Toast bread on one side. Butter untoasted side. Spread with maple syrup, dust with cinnamon. Place under broiler for five minutes. Serve hot.

Cheese Sticks

Cream grated cheese with butter. Spread on all sides of thick strips of stale bread; roll in poppy seeds. Brown in moderate oven (350 deg. F.).

Pigs 'n' Peanuts

Blend mayonnaise into devilled ham. Spread on melba toast. Sprinkle with chopped peanuts. Place in a slow oven (325 deg. F.) for ten minutes. Serve hot.

Hugh Tait Retires

Easy Chair Presented Veteran Carpenter For His Leisure Years Ahead



A Scotsman by birth, a carpenter by trade, Mr. Hugh Tait, of our carpenters staff, retired from active business on January 10th.

Hugh was presented with an easy chair from his fellow workers as a token of remembrance. Mr. Sayer Blenkhorn, head of department, did the honours, while Mr. A. D. MacDonell thanked Mr. Tait on behalf of the Company for his loyal and devoted service.

Hugh Tait was born in Scotland and learned his trade before coming to Canada. He joined The T. Eaton Co. Limited staff on November 29th, 1920. A familiar figure to many Eatonians, Hugh is a capable and conscientious craftsman who, though mild-mannered, will always be a popular fellow among his associates.

Mr. Tait, who is married and has a grown-up family, carries with him the best wishes of a host of friends at Eaton's for his future health and happiness.



"And So They Were Married"

Top Row—Left: Miss Edna Harrison (general office), a Valentine bride of February 14th, certainly was "surrounded" with good wishes! Right: Miss Edna Gray has just received her gift from the fruit department. Miss Gray was married on February 21st to Mr. Walter Kuzie.

Lower Row—Left: Miss Margaret Dandridge (general office) became the bride of Mr. Al Svendsen on February 13th. No superstitions for this happy couple! Centre: Looking radiantly happy is Miss Dolly Tanner (wages office), a bride of January 31st. Right: What a charming smile from Miss Joyce Kologinski (mail order children's wear), whose wedding to Mr. A. Beaston took place Feb. 14th.

LATE DESPATCHES

The dress goods department held their tally-ho Tuesday evening, February 17th. After an hour's sleigh ride of real fun they all came back to Silver Heights Riding Academy Club-house and, as everyone had developed keen appetites by this time, they relished the hot-dogs, doughnuts and coffee. Dancing until 12 o'clock rounded out a very enjoyable evening, and except for a few bruises and sore spots everyone really had fun!

On Wednesday afternoon, February 18th, at the Bowladrome, the lingerie department held their second informal bowling party. What form! What grace! What scores!—from Robinson's 19 to Kruse's high single of 294. In a class of their own, of course, were the efforts of Misses Weir and Vance!

Hidden score prizes of chocolates and candy were won by Misses Morris, Weir and Thomas and invited guests, namely, Mrs. A. Beavis, Bob Clarke and Al Tummin.

Grand prize of a lovely compact was won by Miss Shirley Sinclair, parceller in D209. Guests seem to have done well for themselves. However, you're welcome—we hope you enjoyed the candy "on us."

We regret to report the death of Mr. Nelson Phillips, Calgary. Mr. Phillips was a brother-in-law of Miss Georgina Little, staples.

Our switchboard reporter is on the line again and "rumours are flying."

Miss Corinne Clift is proudly wearing a lovely diamond and that's no rumour! We are also sorry to report she has been away sick, and hope you will be feeling much better soon, Corinne.

We all extend our most sincere and heartfelt sympathy to our assistant C.O., Miss I Wilson, in the sudden passing of her mother on Friday, February 13th.

And now for the \$64 question: Who sent Pat Fletcher the valentine?

Twenty-Five

SEE THE LIST OF THRILLING PRIZES!

"Some Day Our Paths Might Cross"

About a year ago, the mail order hardware staff sent an order of scrubbing brushes to a missionary in the heart of the Belgian Congo. Each of the staff put his or her name on the back of a brush as a friendly gesture. The following letter was received in reply some months later, and it held such a light-hearted message of hope from this dark and primitive land that *Contacts* is publishing it for your enjoyment.

"Dear W. Nixon, Fern Millar and Stan Billyk:

"I am taking it for granted the one letter will suffice for all three of you, as evidently all have collected around the brush department before and can again.

"It is always a thrill to receive a package when overseas (as you probably know) and the added delight of your names upon the brushes made it even more so. So far you are only names to us, but possibly some day our paths might cross.

"Let me first introduce ourselves. We are five: Mrs. Roberts, 5 feet 5 inches, slender, fair, brown hair and blue eyes; Paul Edward, 10 years of age, tall, blonde, slow and deliberate (a prospective philosopher); Ned Owen, age 8, short, quick, rambunctious, best described as an appetite surrounded by excess energy; Rose Marie, age 5, a slender, pretty and precocious girl who pretty well holds her own with a gift of chattering which is often punctuated with intentional or accidental witticisms; and myself, 5 feet 8½ inches, blonde, slender and with an excessively high forehead foreshadowing the days when there will be no 'parting' on the top of my head.

"We have been serving in the Belgian Congo with an American Mission since July, 1939. We are located very slightly south of the equator on the Tshuapa River, which empties into the mighty Congo at Coquilhatville on the equator. We are located in what is known as the Congo basin, which is mainly dense tropical swamp and jungle—we lack none of either. Our station, one of eight of our mission right along the equator, is only 27 years old, although our first station was opened in 1899 near Coquilhatville, which didn't even exist at that time. In fact, very few whites had even been that far inland. Stanley had only made his famous trip down the Congo in the 1880's. We are said to be in one of the most primitive, if not the most, in all of Central Africa.

"Our work is very interesting. We touch every phase of life. We have carved our station out of the jungle. It includes brick homes, schools, church, hospital and shops. Everything must be literally taken from the jungle. We make and burn our own bricks out of the huge ant hills. (I helped burn four kilns of 84,000 bricks made from one hill.) We have log cutting and sawyer crews working our lumber constantly. Most of it is hardwood and so heavy it won't float in water.

"We take the natives from the jungle full of superstition and fear beyond imagination and begin the long trek away from ignorance and fear to faith and knowledge. The people are animists, believing all objects to be animate. Yet through the years we have had the joy of seeing the masses made less fearful and a minority rise above their heathen backgrounds and become teachers, ministers, trained nurses

(men), mechanics, carpenters, masons, river steamer captains, office employees, etc. We are seeing one generation of Africans make as much progress in fifty years as the white race has done in 500. But they still have a long ways to go yet. The trip that took Stanley 999 days to make is now being made in about as many minutes. This is typical of the new Africa.

"Only as you experience it can you realize the slavery of body, soul and spirit these people have experienced purely through a completely negative approach to life. Their lives have literally been spent trying to ward off the spirit world created by circumstantial thinking in their minds.

"Our hospital has one doctor and nurse from the States plus native trained helpers. Approximately 85,000 treatments a year are given. Our doctor is the only doctor for nearly a 250-mile radius (besides numerous witch doctors). Our greatest fear is not what Africa means to most people, but is malaria. Four per cent of the native population has leprosy, but the dread of that disease disappears as one learns it is caught mainly by personal contact and uncleanliness. It soon becomes a second nature to wash thoroughly after each contact with native life.

"We have over 100 trained teacher preachers through the jungle in native villages, and on the station approximately 350 students in school. Approximately high school training is offered now, and university training is being planned as a joint project of about thirty-five missions.

"I must close now. Let us hear from you.

"Sincerely, Ned M. Roberts.

"P.S.—I'm 35, but my wife hasn't decided how old she'll be this year."

OFF TO ENGLAND AGAIN!

Writing to *Contacts* from Vancouver, Mr. W. H. Hall (formerly teas and coffees, now retired) adds that Mrs. Hall and himself are sailing for England via the Panama Canal. He writes: "We sail on February 24th on a cargo boat, 'Laurentia,' Donaldson Line, from Vancouver. We travel down the Pacific west coast, stopping for cargo at Los Angeles for two days, then through the Panama and arrive at Liverpool around the end of March, a journey of four to five weeks.

"The boat is now in dock, here. We had the privilege of looking over the six cabins; takes only twelve passengers (two men and ten ladies), and they are certainly luxurious, with bathrooms, dining saloon, lounge and smoke-room, better fitted up than even the second class on the 'Queen Elizabeth' or the first class 'Empress of Canada.'"

(It's nice work if you can get it!)

Twenty-Six

NO TICKETS SOLD AT AUDITORIUM!



BASEMENT STORE

"Pot o' Gold" (?)



Ah! Valentine's Day! What a thrill to receive a lovely remembrance from those fond of you! The foodateria girls sent Mr. Pat Carr a handsome gift (?) on St. Valentine's Day, as poor Pat was home sick. "Such a thoughtful gesture, girls," says Pat!

Two gals from the foodateria with certain finger sparklers are Margaret Eburne and Pat Walters. Best wishes, gals!

Mr. H. S. Morris (foodateria) has been away sick and we hope he will soon be back again. Doreen Morrison had an appendectomy and has also been away for some time. See you soon, Doreen.

The guys and gals of the foodateria, forty strong, stormed the Saratoga, January 28th, for their bang-up bowling party. Rousing cheers that rocked the foundations greeted every noble effort by Pat Carr. Mr. J. Foubister kept score. Wonder if he came home with the bacon?

Regret to learn that Mr. George Bewick was taken ill and has been home for a few days. Hope to see you back, George, before Contacts goes to press.

Glad to see Mr. Charles Murray (men's and boys' wear) has recovered from his "indisposition."

Leap year is already exacting its toll, and we have been asked to warn all males of pending disaster, for it comes to our ears that a couple of gals from this 928 department are on the lookout—with shot guns, too!

A Valentine diamond for Mary Sullivan (dress goods). Our best wishes for many more happy anniversaries on this day, Mary!

Marian James and Flo Spickett (dress goods) are away sick, and the gals say, "Hope to see you back soon, kids."

"Luff and Stuff"—We're just wondering if the valentine Elva Luff received is a sign of a brewing romance? Wonder who "J.S." is?

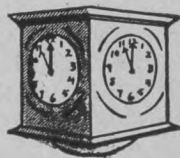
* * *

Thanks a Million, Fellas!

The male members of the jewellery department wish to thank Messrs. Ernie Coone and Ted Lee for the grand stag parties recently held at their homes. Card games added sparkle to the evening, while refreshments were served as only these two gentlemen know how to serve them! Once again we say thanks to Ernie Coone and Ted Lee!

MAIN FLOOR

"Art and Art." " . . . my son, John" had nothing on Miss Jonina Page (drugs)! He might have had one shoe on and one shoe off but Jonina came to work February 4th with one black shoe and one brown shoe! Please excuse her error, folks, at the time she was a bride-to-be of February. So that explains everything.



The department presented her with a rectangular plate glass mirror and a lovely corsage on February 4th, Mr. N. Gray making the presentation. The groom was Mr. Peter Hucal and the big day February 12th.

Miss Irma McCall (drugs) left Friday, January 23rd to become a "newly-wed" on January 24th. The department presented her with a grand pair of white blankets. Best wishes, Irma.

Siggi Sigvaldson (drugs) has been away sick for sometime and the department send their kindest regards and hope the operation was a complete success.

Miss Margaret Williamson (drug department) left Saturday, February 7th. The department presented her with a lovely silver bracelet. Mr. Neil Gray, head of department, did the honours. Best of luck, Margaret.

Miss Nellie Coates (soap counter) has decided to take up a partnership in the general store at Killarney, and of course, Nellie has also promised to darn his socks, cook his meals and love, honour and cherish him! The department presented her with a lovely pair of woollen blankets. Best of luck, Nellie!

Miss Verna Simmons (toiletries counter) is wearing a big smile plus a lovely diamond. Fred Clarkson, of Norwood, is the lucky fellow.

Miss Gladys Parsons (jewellery) is back to work after her recent illness. Nice to see you back, Gladys.

JEWELLERY PARTY SPARKLES WITH FUN

Yelland Hogs Booby Prize!

Cranston Rolls Freak Shot!

Fun and Prizes at Jewellery Party!

On Wednesday afternoon, January 28th, the jewellery department had another "full of fun and fancy free" bowling party and the girls copped the honours for scores!

Hidden scores were won by Miss D. Dougall (Brown Eyes) and Miss Beryl Inman. Ladies' booby prize caught Mrs. Solly.

The men's high score was captured by Ted Lee, and for the third time Geoff Yelland walked off with the booby prize. (Never mind, Geoff, we can't all be champeens!)

Alex Cranston rolled one for the record when his shot sailed right between the pins leaving all of them standing. It's a nice trick if you can do it!

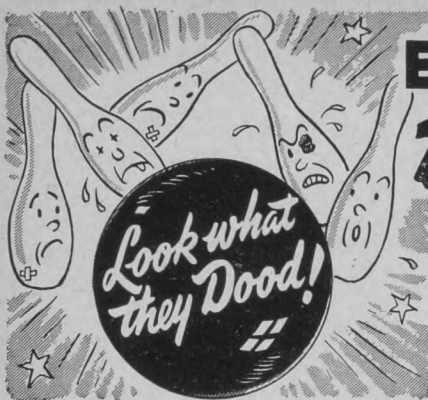
Better luck next time to those who should have done better; and to those who won—congratulations!

Glad Mrs. Legge (cutlery counter) is back after her short illness. Hope you are tip-top again!

(Continued on Page Thirty-Four)

Twenty-seven

GET YOURS TODAY From Your Department



EATON'S *Mixed* 5-Pin BOWLING LEAGUE

Second Series Winners Declared

By Bill Hogg

Upsets on the final night of bowling in second series saw the Hits and Misses and the Whiz Bangs come from behind to win first and fourth divisions, respectively. In all the other divisions the leaders managed to hold on to slim leads to finish in front after some real ding-dong battles.

First Division—The Merries came up fast after a slow start to catch the leading Hits and Misses on the second last night. But on the final night of play, with one game in hand, they dropped three games to the last-place Set-Ups, while the Hits and Misses got hot to record a sweep and pick up the division title with 19 wins and 9 losses. Some of the best scores turned in by the ladies were: Rose Gordon, 876, 823, 736; Nita Miller, 726, 757; Marg Binnie, 745; Grace Irwin, 727, 672; and Amy Irvine, 708, 687. Jack Merrett's 877 was tops for men, followed by Tommy Scott, 814; Bill Robertson, 791, 789; Bill Murray, 795, and Jack Ross, 777.

Second Division—The Sparklers took over the lead from Nomads at the halfway mark and won their next eight games in a row to clinch the division honours early in the race. Ollie Westman has been going great guns of late, chalking up scores of 837 (327), 787 and 740. Helen Cancilla rolled a lovely 762 to top the ladies. Other good efforts were: Bill Webster, 757; Jack Day, 750; Buck Loughton, 711, 620; Ruth Baldwin, 653, 711 (325); Dunc McColl, 700; June DesBrisay, 634, 614; Esther McGowan, 681, and Hilda Miller, 680.

Third Division—The Progressors and Chibabas battled right down to the wire for second series honours. Progressors gained the nod by one game on the final night of play. The Gay Ones threw a scare into the winners when they first were reported as having won three games on the final night to tie the Progressors—this would have given the Gay Ones the edge on points. However, when the scorekeeper got straightened around, the Gay Ones were one game short of the Progressors. Walt Mills, with scores of 793, 675, has been showing the way in the scoring parade, followed by Jumbo Westman, 713, 672; Jack Donnett, 675, 659; Lorne Jackson, 674, 662, and Bill Maskell, 645, 659. Gladys Morris continued in good form to mark up scores of 688 and 641; Bessie Valentine, 673, 608; Fran Gibson, 673; Doris Farrington, 652, and Marj Kurz, 647 (332), were all rolling nicely.

Fourth Division—Penny Pinchers served notice that they are shooting for league championship by winning their second consecutive series in a very convincing manner. The scramble for the roll-off berth was a wide-open affair between the Eurekas, Whiz Bangs, Mazumas and Rip Saws. Here again total pins had to decide the winner, and the Whiz Bangs gained the decision. The boys have been steadily turning in good scores this month. Some of the best marks were: Alf Beavis, 734, 616; Dave McFetridge, 729, 657; Jimmy Quinn,

705, 612; Reg King, 696, 689, 611; Tom McFetridge, 692 (304), and Herb Headon, 656, 601. Eleanor Scott's 632 was best the ladies could produce, followed by Joan Mortimer, 614, and Marg Roberts, 607.

Fifth Division—Wise Ones held on to their winning ways to outlast the Dustpans to gain the series title. Their record 18 wins to 9 losses was one better than the Dustpans. Al Jenkins has been blasting the pins at a terrific clip. His last four nights were: 620, 723, 739, 799—brother, that's some shooting! Marion Stewart had one brilliant night with a 727 total. Other good scores were: Roy Lowe, 683, 608; Bertha Selner, 678; Ruth Evans, 677; Percy Cook, 677; Fran Polonski, 659; Les Hawksley, 634, 661; Ruth Paul, 623 (322), and Doris Slack, 622.

Sixth Division—Majors and Drivers stayed neck and neck right down the stretch and on the final night of play the Majors managed to win by a nose. Their 18 wins was one more than the Drivers could muster. The men in the division have been rolling some really hot games. Harold Brown chalked up scores of 634, 704 (340), 756 (371); Al Inglis got 789 (346), 666 and 667; George Niven recorded 615, 627, 789 (324); Joe Leighton counted 626 and 785; and Gordon Campbell rounded it out with a neat 713. Noreen Kurdydyk was the only high-scoring lady. She had sparkling totals of 732 and 675.

Seventh Division—The Trotters led all the way down to the wire and on the final night swept their series with the Peppy Pals to keep the B-Bees and Westerners at a safe distance three games behind. Norm Henry was in a pin-pounding mood to score a solid 812 total. Some other good scores during the month were: George Huntington, 719; Stan Olson, 705; Harold Sheidow, 650; Jim Scott, 634, and Jim Reid, 629 and 639. Carol Koslok, shooting off a 133 average, rolled a very creditable 665 count to smash the ladies' high three record.

Eighth Division—The Quints never relinquished their lead and rolled steadily to win with 18 wins and 9 losses. Has Beens and Raiders were second but four games behind. John Stevenson has been rolling very smoothly of late, recording games of 613, 623 and 748. Jim Torbet also was clicking with 685 and 700. Other good scores were: Joe Green, 619, 658; Joe Chapman, 643; Ed Olien, 635; Miss Falconer, 631; Al Krienke, 620, 623; Stella Shozda, 612, and Chris McKenzie, 604.

Mr. Charlie Hawkins, formerly of the engineer's staff (boiler room), died on January 27th. Mr. Hawkins retired about ten years ago.

Time To Talk—GOLF AGAIN!

Announcing Your Officers For the New Season— Mr. W. G. (Bill) Thomson Named President

The annual general meeting of Eaton Men's Golf Club was held Thursday, February 12th, 1948, in the assembly hall at 8:45 a.m. Hopes ran high that an early spring and good golf season were forthcoming as just compensation for the old-fashioned winter we've experienced.

Mr. Reg Hinch, the retiring president, opened the meeting and, after some general remarks, turned it over to the secretary, Mr. F. T. Mace, for the purpose of conducting a ballot on the new committee members to be elected.

The secretary presented the full slate of nominations, brought in by the nominating committee under the chairmanship of Mr. K. Barling, and a vote was taken by ballot. The result of the ballot was that the following members of the golf club were elected for a period of two years:

Vice-President—P. H. Longstaffe (33).

Mail Order Representatives—C. Scarr (139), W. Cousins (10), S. Houston (173).

City Representatives—J. Thomson (253), G. Bell (101).

Garage Building—F. Menzies (142).

Publicity—W. E. C. Hurlburt (Contacts).



Your New Golf President—
Mr. W. G. Thomson

The secretary-treasurer presented the financial report, and expressed once again the thanks that were due to Mr. B. C. Scrivener for his interest in the club's activities over the years.

As Mr. W. G. Thomson, the president of the club for the 1948 season, was away on business, Mr. Hinch again took over the meeting, thanked all club members for their interest and active co-operation during 1947, and closed the meeting at 9:15.

The complete slate of officers for the 1948 season is as follows:

President—W. G. Thomson*.

Vice-President—P. H. Longstaffe.

Past President—R. D. Hinch.

Mail Order—E. Dolan*, S. Marshall*, C. Scarr, W. Cousins, S. Houston.

City—E. Martin*, J. L. Crowe*, A. Moore*, J. Thomson, G. Bell.

Printing—C. Peters*.

Garage Building—F. Menzies.

Publicity—W. E. C. Hurlburt.

Secretary-Treasurer—F. T. Mace.

(*One more year in office.)

Avast Ye Land-Lubbers and Stand By!

The following is an excerpt taken from the log book of H.M.S. Royal Alexandra Hotel on the night of Friday, January 30th, when the executive members of the Eaton Bowling League gathered there for supper and a social evening.

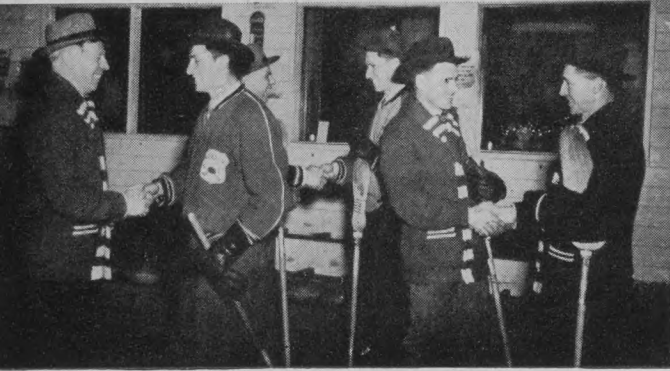
"Man the top-sails and batten down the hatches! The good ship Royal Alex is in for a bit of a blow. Gathered on the quarterdeck, Captain Firth and his motley crew fortify themselves for the fight ahead. At the steward's cry of 'action stations' it's every man for himself. Chaos and disorder fall aside as each one of that well-drilled crew takes his place, picks up his weapons and attacks as succulent a meal as these old eyes have latched onto in many a day! 'Tis a wonderful sight—the forty odd men, ably supported by five of the fairest, put forth a brilliant effort and acquit themselves

nobly. As the battle reaches its climax, Skipper Firth rallies his crew by recounting the glorious exploits of such veterans as George Johnson, 'Robbie' Robinson, Sid Gerrard, Bill Patton and Pearl Harper, and ends by thanking Mr. Foster Johnson, Mr. P. Bridgen and all the present officers for their ardent support.

"As the crew relaxes from their labours the cry goes up for a tune from Tommy Laidlaw. Genial Tommy quickly obliges in his own inimitable manner, and soon the whole company is in full voice. George ('mother's little helper') Murray rises to new heights with his renditions of several old army favourites, and vivacious Vera McGaw pleases with her specialty number. With the singing of 'Auld Lang Syne' the company breaks up into smaller groups to round out a grand social evening."



Upper Picture—**Visitors' Night.** A rink of good fellows from Gordon Siding, Man., are guests of Eaton's at the Civic-Caledonian Rink. A piping-hot dinner followed the games. Eaton and visiting skips in front row. Four other rinks from Morden and Rathwell became snowbound and had to return.



Lower Picture—"Thanks for a swell game." Shaking hands are: Skips Ernest Oades (second from left), Gordon Siding; Fin Tease, Eaton's; John Whitehead, Gordon Siding; Eric Moore, Eaton's; Bert Barker, Gordon Siding; Bill McCormack, Eaton's.

"At Home . . . or Away Curlers Are Such Friendly Fellows"

Stalled by drifting snow on Saturday night, January 31st, two rinks from Morden and two from Rathwell were obliged to abandon their trip to Winnipeg as guests of Eaton curlers and return home. It was a keen disappointment all round. However, we were all glad to have as our guests the boys from Gordon Siding: Ernie Oades, skip; Bert Barker, John Whitehead and

Ebered Lawrence. Mr. Lawrence, by the way, is a brother of our Eaton nurse, Margaret Lawrence.

Following a spirited game (which the visitors won), dinner was served. A social hour followed, with alibis and reminiscences. Fred Lambert and "Oscar" also added sparkle to this part of the evening. Come again, Gordon Siding—we enjoyed having you!

"COME TO CARBERRY AGAIN" Eaton Curlers Did — And a Wonderful Time Is Reported!

Last year, a rink of Eaton curlers accepted an invitation to take part in the Carberry Bonspiel. They did, and returned bubbling over with enthusiasm about the grand time they had. When the invitation was repeated this year, Skip Alex Stewart with Joe Robinson, Bruce Evans and Frank Harper journeyed to this friendly main-line town. As Contacts is being "put to bed," these boys are back home and Alex Stewart speaks for his team-mates: "This little town of good curlers and fine fellowship really makes you welcome—they are a grand bunch of people. Len Murray, the genial mayor, is quite a fellow," adds Alex, "and he veritably 'adopted' us. The hotel accommodation was ideal. Moreover, we won't soon forget our association with such good fellows as Howard Barron, president of the Carberry Curling Club; Roy Maneer, the town barber who throws a 'mean' rock; Chuck Bannister, the hotel manager; George Stewart, of the Mounted Police; Wat Froom and his rink, nor Bill Witherpoon and his good lady. Among many others who called upon us were Margaret and Angus

Laurie, son and daughter of Mr. J. P. Laurie, M.L.A. for Norfolk. A bouquet for 'Old Man' Bannister, ice master and draw master. His ice on the skating rink was as good as any in the big city rinks. Thank you again, Carberry!"

"Boy! Did we have a grand time at Carberry!"

Standing: Joe Robinson, Bruce Evans, Frank Harper. Seated: Alex Stewart (skip).





Thirty-seven degrees below—but Emerson hearts were warm and friendly.

Left to right: Eric Moore, skip, Eaton's; G. S. Woolland, president, Emerson Curling Club; B. D. Copeland, Emerson; L. Seaberg, Emerson; George Kilgour, Eaton's; Finlay Tease, Eaton's; F. Godon, Emerson; R. R. Forrester, secretary-treasurer, Emerson Curling Club; Walter Scott, Eaton's.

EATONIANS AT EMERSON

'Twas 37 Degrees Below Zero But the Border Town's Reception Was Warm and Friendly!

Did you know that Manitoba's famous border "port" of entry was named after the American philosopher, Ralph Waldo Emerson? We didn't know it either, nor did we know a lot of other interesting facts about Emerson until we were fortunate in being invited to take part in the Emerson Bonspiel late in January.

The Eaton rink, consisting of Finlay Tease, Walter Scott, George Kilgour and Eric Moore, recall with great pleasure the Emerson brand of hospitality. Especially the fine banquet those good ladies of Emerson arranged for the 200 visiting curlers and held in the municipal hall—a stately brick and stone building that would do credit to a town ten times larger than Emerson. Mine host, Sam Rothstein of the "Gateway" Hotel, will also be remembered for his kindness, and other townspeople for the warmth of their hospitality. The Eaton curlers provided spirited competition for both Manitoba and American rinks from neighbouring towns. Finally, after a brilliant showing that took them close to the top, they went down to defeat.

But what we all enjoyed most was meeting so many fine fellows from both sides of the border. Those rinks from Gretna, Dominion City, Altona—(sporty little Ridgeville, population 150, with its one sheet of ice at home and 17 rinks!). Hallock, Minn., with its friendly, fun-loving mayor; Drayton, N.D.; St. Vincent, N.D.; the Forresters, father and son; Mr. Ike McCoy, chief of the United States immigration from Noyes to Fort Frances; President George Woolland, of the Emerson and S.E. Curling Association, and many others.

It is indeed an education to get around and learn more about our province. Also to visit the folks who live in neighbouring towns but whom we seldom see.

Did You Know These Facts About Emerson?

That at one time, Emerson rivalled Winnipeg in the amount of trade carried on?

That Emerson was supplied by three newspapers at one time?

That the first pipe organ brought to Manitoba was installed in St. Luke's Anglican Church in Emerson?

That as early as 1881 there were six churches operating in Emerson?

That at one time, bustles played an important part in smuggling attempts?

That the bell in St. Andrew's Church in Emerson is the only bell that came to the Red River by ox cart?

(We are indebted to the Emerson "Echo" for this information.)

* * *

Yes, we greatly enjoyed our visit to Emerson and we will long remember the chairman's opening remarks at the banquet when he declared that if a certain troublemaker in the world picture "were to skip a rink at the Emerson bonspiel we wouldn't have to worry about the international situation." That's curling, folks!

* * *

The Rest Room in Winter

What a welcome oasis for weary travellers is our rest room at Emerson! And like all services of the Company, this one functions with real Eaton efficiency—even in 35 degrees below zero! Dropping around to see the rest room, we Eatonians were proud to note that the snow was swept neatly from the doorway. As we stepped across the threshold, a welcoming fire blazed on the hearth! Our eyes were quick to note, too, the well kept air of the place. We liked the lustrous polish on the floor and furniture.

(Continued on Page Thirty-Two)



HI, CHAMPS!

Winners of Elders Trophy



Back Row, left to right—Belle Bennington, Anne Stanley, Nettie Dirr. In front: Pete Stefanyshyn.

Congratulations to Pete Stefanyshyn and his trio of pretty girls who copped the Elders Trophy in 300 department's bonspiel.

Sixteen rinks entered the 'spiel, which was ably managed by that staunch Scots baker, Jock McSloy.

"Handsome" Johnny Haak, twice winner of this classic, apparently couldn't "get going" this year.

Bob Love defeated Bill Wilkinson and Champ Stefanyshyn vanquished the doughty Phil Dyson. In the consolation event Ed Kasper beat Bert Toogood and G. Hargreaves' crew swept the Perkins' foursome to defeat.

We'll bet the girls (and did you ever notice what charming lookers 300 has?) did most of the sweeping. Despite that, the girls tell us it was loads of fun!



"You and your carefree week-ends!"

—Reproduced from N.Y. Sun.

Eatonians At Emerson

(Continued from Page Thirty-One)

ture; the inviting cleanliness and comfort; the big spreading fern that added a refreshing touch of green on that wintry day. A salute to whoever keeps the Eaton rest room so splendidly, even during winter's casual travel!

Forrester & Forrester, Emerson, Man.,
Solicitors, Attorneys, Etc. Feb. 9th, 1948.
W. E. C. Hurlburt,
The T. Eaton Co. Limited, Winnipeg.

We of the Emerson Curling Club were very pleased to have the Eaton rink with us, and are happy to know that you enjoyed your visit to our wee town. Many curlers think that they can have a much better time at these small 'spiels than at the large affairs, more personal contacts I suppose. At any rate we feel that our 'spiel this year was one of the best we have had for some time. Incidentally, you might be interested to know that Ridgeville are starting their own local 'spiel this week with an entry of 22 rinks. They figure that with eight draws a day they should finish in a week and a half. Talk about curling, they really have the bug!

The very best to you, Scott, Finlay, Eric and George.

Yours truly, R. R. Forrester.

Next issue we will report the activities of our curlers participating in the bonspiels at Dauphin, Virden, Le Pas and Melita.

A "Thank You" From Doe River

"Doe River Schools, B.C.

"I intended writing your Company right after Christmas to thank them for the excellent way in which they filled the Christmas order for my schools.

"These schools (two of them) are in Northern British Columbia, about forty miles from the end of the steel at Dawson Creek. The children do not have much entertainment and look forward intensely to their Christmas gifts from the school. For the past four years, ever since I had charge of the schools, I have sent the money for these gifts directly to your Christmas shopper, and left everything in her (or his) hands. The choice and quality of the gifts have been far above our expectations every time and both parents and children have been delighted. I am sure it must entail a lot of extra work to your staff, and I would like them to know that we appreciate their help very much. This district has two schools—high and primary, with an enrollment of over eighty children. To make out orders for their various needs would have been an almost superhuman task on the top of our other work, so you can imagine the relief your school gift department is to us.

"I can only close by wishing the Company continued success.

"Mrs. Molly Shearer, principal."

RECIPE FOR HOME MANAGEMENT

Take—2 lbs. Self Control. 1½ lbs. Justice.
1 lb. Consideration. 5 lbs. Patience.
1 lb. Charity.

Mix all together and simmer well. This should be taken in daily doses or, in extreme need, a large dose hourly. It should be kept constantly on hand and will positively insure smooth running of the domestic machinery.



Ski Ho!

Bluebirds Now In Full Flight!

The Bluebirds brave the cold weather every Wednesday afternoon and take to the hills for their favorite outdoor sport. The pictures above show but a few of these happy members of the younger crowd from Eaton's on the slopes of St. Vital, Wednesday, February 4th.

Candid Shots by Camera Girl Jenny Whitehead

Top Row—Left: Oops, my dear! That's tobogganing, Joyce, not skiing. Meet Joyce Lawton, folks! (superintendent's office). Centre: Tra-a-a-a-ck! Elva Christie (superintendent's office) and Joyce Lawton about to swish down a hill. Right: Here's an eye-catching threesome—Verna Blaikie (toys), Kay Lupul (toys) and Isabel Hanna (expense office).

Second Row—Left: That threesome again! Can you blame us for wanting a close-up? Centre: You even have to line up to go down a hill these days! Right: The lucky fellow with the pretty gals around him is Henry Gilbert (sporting goods). Beside him is Kay Lupul and Verna Blaikie, and in front are Sandra Cameron (formerly of the drugs) and Carol Still (budget plan).

Lower Centre—The two gals who are wondering if they will go down a hill or down a cup of coffee are Nancy McNicol and Ruth Kaban (both from ladies' coats department).



Around the Store

(Continued from Page Twenty-Seven)

"My Grandfather's Clock Was Too Large For the . . . DOOR!"

Of course you know the time-honoured song about the grandfather clock that was too large for the shelf? Here's one about a grandfather clock too large for the door, so it had to go in through a window! The story goes that Mr. T. R. "Benny" Bennett (clock shop) promised a family that a lovely big grandfather clock they had chosen for a gift would be delivered on Saturday evening, January 31st.

The handsome time-piece was a gift to a couple celebrating their wedding anniversary, and arrangements were made to have the clock brought in while the couple were out, and what a grand surprise! All went well with Mr. Bennett's plans—up to a point . . . the clock would not go in through the door! True to his promise, "Benny" and the delivery boys braved the 30 below weather, and with the aid of an extension ladder and a "heap of effort" they managed to get the big clock in through the second-story window. Needless to say, the couple were thrilled, and it had been well worth the time and energy spent. Mr. Bennett would like to thank the boys who stayed with him to complete their task, for without them it couldn't have been accomplished.

The guys and gals of the books and stationery really love fun! On January 30th, they scampered after a tally-ho sleigh, and even with a black eye, a skinned knee and bruises too personal to mention, they had a wonderful time! Mr. and Mrs. J. Thom (books and stationery, mail order), had all the gang back to their home after the sleigh chase and served a grand lunch. Everyone agreed they should have another party . . . soon!

One of the bowlers from the books and stationery department (it seems she's shy so we just have her initials), Miss C. K., struggled along all season at the foot of the ladder. Comes the crucial night and with the two top players away she chalked up a super score and nearly won the three games by herself! Some show!

A Cheer For The "Trotters"!

The stationery department's "Trotters" bowling fivesome are the proud winners of the second series in the Eaton Mixed Five-Pin Bowling League. Congratulations to these keepers whose names are: Misses Carol Koslok and Margaret Patterson, Bill King (205), Jim Scott (sales audit), and Elmer Freeman (214).

* * *

SECOND FLOOR



Here's the latest system on beau-catching we've heard of. Any improvement on this—let's have it! It seems that Mr. R. Herriot (fancy goods) . . . (eligible bachelor!) was the recipient

of a handsome leather-bound phone and ad-

Thirty-Four

dress book on St. Valentine's Day. A lovely gift—but wait . . . inside were all the names, addresses and phone numbers, and suitable inscriptions such as: "Good for a hike anytime," or "A car ride? Why sure!" . . . of the girls in the department. Talk about Leap-Year tactics!

Miss "Kitty" Thornhill (fancy goods) is recovering from a serious operation. Hope to have you back soon, "Kitty."

The girls in the fancy goods department had a dinner for Mrs. E. Rodway at the Homestead on February 6th. Mrs. Rodway has left the staff and will be residing in Chicago. The girls presented her with a travelling case. Miss E. Mills (with an eye to Hollywood) kept the gals in fits of laughter over her talented take-off on Al Jolson. Miss J. Owen also did a skit on "Herman" that kept the gang in a merry mood.

Nice to see Mr. J. Hobday (fancy goods) back after his recent illness.

* * *

THIRD FLOOR



The fellows and gals from the hardware department send a big "Hello" to Ed Renaud, who is out in Deer Lodge Hospital. Hope you will be back with us soon, Ed.

Congratulations to Tom Milroy (stoves) who now has a signature.

Jim Thorpe (stoves) has been away sick, and the gang say, "Hurry up and get well soon, Jim!"

Presto! It's "Eggstraordinary"

An egg, folks! Just one egg! It's not with slight-of-hand tricks, or fancy talking—just a plain, ordinary new type of egg beater and it makes two eggs out of one! Folks, meet Jimmy and Dorothy Witherspoon (third floor hardware), just ten weeks out from England, and Jimmy's a little man with big ideas. His lively chatter and enthusiasm draw large crowds every day, and all are convinced "life just can't be beautiful" without one of his beaters. His wife, Dorothy, shows how to make smorgasbord, and the way she does it! M-m-m-m, good!



Mr. and Mrs. Frank Cooper Celebrate 39th Wedding Anniversary

Mr. and Mrs. Frank Cooper (meat department), who celebrated their 39th wedding anniversary on February 8th, were the honoured guests at a department party at the home of Mr. and Mrs. J. R. Dodds (daughter and son-in-law). Seventy-two friends of the guests turned out to celebrate the event, despite the frosty night. Mr. and Mrs. F. Patry and Mr. T. Poole, from the meat department, assisted in making the evening a success. Mr. W. Hodgson made

a presentation of an anniversary gift to Mr. and Mrs. Cooper on behalf of their friends and associates. Dancing and lunch followed, and everyone agreed it had been a wonderful evening.

Elva Campbell (D.A.) has been sick, and we hear she may have an operation soon. Hope it will be a success and that you'll be back with us soon, Elva.

Glad to have Jimmy Miller (meats) back with us again after his recent illness.

Terry Acheson (meats) was absent from the department for a few days—due to a bad cold.

Nice to have Mrs. R. Bell back in the meat office again. Mrs. Bell had an appendectomy a few weeks ago.

Mr. G. Morrow and Mr. S. Clark (meats) are absent through sickness. Hope to see you both back soon.

* * *

FOURTH FLOOR



The optical department has had a streak of bad luck lately. Margaret Smith's mother and Mary Hey's father are in the hospital, and Thora Arnason's mother has just recently returned home from the hospital. We sincerely hope all are "on

the mend" and feeling much better soon.

Women's Coats and Suits Staff Hold Complimentary Dinner

On January 26th, the women's coats and suits department honoured Mr. Scrivener, Mr. Hall and Miss Cummings at a dinner at Moore's Mikado Room on the occasion of their promotions in the department. Miss M. Johnston presented a corsage to Mrs. Scrivener; Mrs. Kennedy did the honour for Mrs. Hall, and Miss E. Charles presented a corsage to Miss Cummings. Miss Johnston gave a toast to the three guests of honour and Mr. Scrivener replied.

The sportswear department went all out (and quickly all in when they found the thermometer said 25 below!) on a hike, Tuesday, January 27th. They ended up at the Edgewater and danced 'til dawn! Everyone had a wonderful time and agreed to more parties more often!

Miss Fitzsimmons is enjoying her quarter-century holiday in sunny California—lucky gal!

Mrs. Doris Courage (junior dresses), who was away for two weeks, is back now and we hope feeling much better.

Mrs. M. Cole (beauty shop) had a sudden appendectomy and has been away for three weeks. Hope you are feeling better now, Mrs. Cole, and back soon.

We are very proud to tell you about the ski queen, general office staff. The queen's name is Ann Bricker, of the Puffin Ski Club. She was the lucky person chosen to represent the Manitoba Ski Zone in the annual Banff Winter Carnival. We extend our very best wishes to you, Ann, and—happy landings!



Mrs. Florence Louch and Mrs. P. Crowe (beauty shop) are away ill. We miss you, gals.

Glad to welcome "Siggi" Sigbjornson (beauty shop) back after her lengthy illness.

* * *

GENERAL OFFICE NEWS

By Muriel Purdie

Well, time has rolled around once more to tune into the latest gossip from the general office.



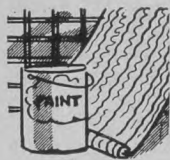
Bernice (Bunny) Shepp (general office) was married on Saturday, January 24th, to Raymond Tychie in the vestry of St. Andrew's (River Heights) Church. Mr. and Mrs. Tychie left for Windsor, Ont., where they will reside. Before leaving, Bernice was presented with a corsage. Her desk was appropriately decorated, with gifts of bedding and linens from the girls and a suitcase from the entire office. Her gift from the store was flatware, Coronation design.

A luncheon was held at the Homestead on Wednesday, February 4th, at 12:30, the guest of honour being Edna Harrison (general office), a bride-elect of February 14th. Covers were laid for thirty-four. Edna was presented with a corsage of red roses and gifts of linens and bedding. After the presentation, Gwendolyn Jones favoured us with a few vocal selections, accompanied at the piano by Lillian Browne, both members of the general office.

When Edna, looking very radiant, left the office on Saturday, February 7th, she was presented with a corsage of pink carnations and narcissi, along with flatware—Danish Princess pattern—from the office. Her gift from the store was an easy chair.

We have another wedding to report, the bride being Margaret Dandridge. A shower was held in her honour at the home of Miss Joyce Wright (general office), Roslyn Apartments, on Friday, February 6th. Guests numbered fifteen. Margaret received aluminum kitchenware. Margaret was presented with a corsage of red and white carnations and narcissi when she left the office on February 11th to be married. Her gift from the office staff was a tri-lite lamp and a coffee table from the store.

SIXTH FLOOR



So you want to learn the art of skiing. Here's a tip-off! Barry Bougher (rugs and linoleums) recently spent one week at a ski school at La Riviere and is now (so a birdie told us—hope the birdie wasn't wrong) a qualified instructor. So gather round, folks, he'll be glad to show you how it's done!

Pretty little Gloria Mary McKenty, whose daddy is Mr. J. D. McKenty (stock audit) was christened at home recently. Gloria is seven months old.

You are? A boy? Well congratulations! Yes, folks, Mr. Gerald Tibault (stock audit) is a proud father of a bouncing baby boy—born January 30th. Name: Thomas Gordon Tibault.

Joe Bingham (general office) is now the proud father of a daughter, Janet. Congratulations, Mr. and Mrs. Bingham.

* * *

SEVENTH FLOOR



Miss Genevieve "Dolly" Tanner (wages office) became the bride of Mr. Jack Browley on January 31st at St. Matthew's Church. Dolly was presented with bedding from the department and a number of individual gifts from the girls. To the newlyweds—best wishes!

Three other happy gals from the wages who have recently joined the "soon-to-be-a-bride-club" are Misses Janet Morrison, Norma Gorby and Verna McCormack. Three lovely rings and three lucky fellows!

Miss Deborah Tibbs (radio office) is back to work now after a "session" of flu. Hope you are feeling better now, Deborah!

Miss Frances Burt has joined the office staff of the radio department and the girls would like to say "Nice to have you with us, Frances."

On Wednesday, February 18th, the supply department and the typewriter repairs hitched up their dog sleds (apologies to Mr. Hutchinson's new Dodge) and away they went to the country (Mildred calls it the suburbs), to have a shindig. We hope Mr. Cassie will make use of the prize he won and spend many happy (?) hours over the kitchen sink. Mr. Hutchinson and Mr. Poole were presented with the "new look" in hats, displaying what can be grown in your own garden. Various games were played and a scrumptious lunch was served. We did it before and we can do it again. How about it, gang?

(Did they have a requisition?—Ed.)

The girls of the shopping service dressed up in their "old" and "new" looks and hiked off to a toboggan party on Thursday, January 29th. Luckily it was one of our few warm nights. After many thrills and spills, they headed for College Street and the home of Miss Winnie Nash, where refreshments were served to the weary but happy gang.

Thirty-Six

Cupid was really on the job lately—in fact, he just couldn't get away from 147 department! We've listed the couples and send them all our best wishes for a bright, happy future!

Miss Gladys Wonnacott (of the route markers) to Jack Muirhead, of Gladstone, Man. (men's hats). Miss Hazel Wilson (also of the route markers) to Bert Philpott (garment factory). And the following gals from the parcel inspectors: Miss Dorothy Stanford to Paul Tardiff; Miss Barbara Ferguson to Mr. Raymond Trender; Miss Rose Stonoga to Lorne Situf; Miss Dorothy Peters to Walter Jones, of Winnipeg; Miss Evelyn Hayward has announced her marriage in June to Frank McLash, of Winnipeg; Miss Betty Knott to Donald Conlin, R.C.N.

* * *

EIGHTH FLOOR

Contacts received a letter from Mr. L. McFadyen, formerly of the receiving rooms, and he would like "to convey his best wishes to all 132 department, not forgetting Jim and Norman, in the eighth-floor receiving room."

* * *

ELEVATORS UPS AND DOWNS

By A. Reese

Winnie Alger is recovering from an appendix operation. Reports are that she is feeling fine. Hope you'll be with us again soon, Winnie.

Merle McBride, Mr. J. Cheale and Mr. C. Atchison are with us again after recent illnesses. Welcome back.

Our sincere sympathy is extended to Margaret Hay whose mother, Mrs. Mabel Hay, passed away Tuesday, January 13th.

Mr. A. Churches celebrated his 30th anniversary with the Company on February 4th. Congratulations, Bert!

After a few months' rest, Joyce Calder has rejoined our gang. We're glad to see you back.

Two part-time girls have left us recently. The girls presented each with a pair of ear-rings.

Congratulations to Mr. Keeping, who celebrates a birthday on February 29th. Don't we all wish we celebrated only one in four!

Myrtle Stanbra is spending a leave of absence at Elgin, Man. The girls received an interesting letter from her describing her first snowplane ride. Glad to hear from you, Myrtle.

* * *

Box factory staff extend sympathy to John Bull in the loss of his mother who passed away recently in Hampshire, England.

ALEXANDER AVENUE WAREHOUSE

On January 25th, Mr. J. MacDougall, 122-W (warehouse shippers), who was one of the most respected and friendly men on the warehouse staff, passed away very suddenly at his home, 155 Pilgrim Avenue, St. Vital. His cheery smile and helping hand will be missed by one and all. Our sincere sympathy is extended to Mrs. MacDougall and son, "Mac," in their sorrow and bereavement.





Miss K. Zeichmeister, a bride-elect of January 31st, was presented with a gift of bed and table linen and a corsage from her business associates in grocery packing. Mr. A. Saunders made the presentation and wished her best of luck.

* * *

By M. Ominiski and T. Scott



Money returns department held a tally-ho Wednesday evening, February 11th. They were met at Deer Lodge by the sleighs and for an hour travelled all over the countryside, finally arriving at the Sturgeon Creek Legion Hall. After gorging on weiners, doughnuts and coffee, all those still active proceeded to dance. The winners of the various contests of skill and grace were: P. Sorochan, B. Duplak, E. Vickers, G. Walls, K. Aikman, M. Murray, K. Libzeit and J. Rollo, A. Nahorney and H. Allarie and Wilma Tait.

That new look you may notice on A. Sobkow and A. Hasiuk was caused by a little impromptu horseback riding. Oh, well, time heals all.

Thanks to Dot Martin for arranging a very enjoyable evening.

It seems that in last month's write-up we omitted mention of the engagement of Winnie Flynn, of the routing section. We hereby rectify that omission and tell you that Winnie received a beautiful diamond from Ted Chitty at Christmas time. Best of luck, Winnie and Ted.

On the morning of January 30th, Ellen Klasen, of 122 department, walked in with a beautiful diamond on her third finger, left hand. Her future partner is Bob Roe. Best of luck, Ellen and Bob.

Mr. Bob Simpson (warehouse shipping) became the proud papa of a baby girl weighing 6 pounds 9 ounces. Congratulations, Mr. and Mrs. Simpson.

We are glad to see Mattie Halldorson back with us after her recent illness.

What's this we hear about Marg Macpherson breaking her ankle? We must say it's a fine way to take a holiday. But seriously, Marg, we miss you a lot and hope to see you back soon and all in one piece.

We are sorry to hear that Mr. Harry Briggs and Mr. Bill Marples are on the sick list. Hope to see you both back with us in the very near future.

Miss Jessie Simmons, of 122 department, is also on the sick list. Hope you are feeling much better and we are all looking forward to seeing you back soon.

SPECIAL! SPECIAL!

Two of our old-timers and well-loved gals, Carrie and Rona Einarson, of 37 and 122 departments, respectively, took time out on February 4th to help celebrate the golden wedding anniversary of their mother and father. This happy event took place at Gimli. The weather man was on his best behaviour and the Icelandic community turned out in full force. We in the mail order wish to extend our very best wishes on this wonderful occasion. May good health and happiness be the lot of Mr. and Mrs. Einarson through many more years.

P.S.—The oh's and ah's and various other complimentary remarks flying around in 122 office the morning of February 9th were caused by our contactor, Mary Ominski, who arrived at work with a lovely diamond on that certain finger and an extra pretty smile on her face. Mary will be married to Nick Dzogan sometime this summer. We wish the happy pair all the luck in the world.

—J. Connors.

* * *

By D. Hardiman and J. McNiven

Sorry to see that Herb Oliver and Gwen Moline (sporting goods department) are on the sick list. Herb has been sick in bed for over a week, and Gwen had her tonsils out. Sorry you had to spend your 21st birthday this way Herb. Be seeing you soon.



Department 61 held a hike on January 21st and fifty or more hardy souls braved the 30 below temperature to go on a two-hour hike. Afterwards weinies, etc., followed by a sing-song and dance were had at the West Kildonan Legion Hall. Some fun!

A stag was held by the men of 61 department on Friday, February 6th, at the home of Bill Weisner, on Lansdowne Avenue. Who were the two men that think they are good at shadow boxing?

* * *

Department W36 sends congratulations to Ethel Anderson's brother, George, and Carman Conn's son, Ken, who did so well in the recent curling bonspiel.

By M. Pariseau and J. Johnston



Infants' and Children's Wear—Wedding bells rang out on February 14th for Joyce Kologinski, when she became the bride of Arthur Beaston. Prior to her leaving, Joyce was presented with blankets and a chenille bedspread. We all join in wishing Joyce and Art continued happiness. Sadie Gibb has been on our sick list, but we understand she is out of the hospital now. We hope she will be back with us by the time this reaches press.

We would also like to say a big "hello" to Helen Emslie, who has been on the sick list for some time. Our wishes for a speedy recovery and that soon we will be seeing you.

On going to press, we have learned of another of our number on the sick list, Ella Bryk. Hope we'll have you back with us soon.

Who is the gal who is snowbound every week-end? Would it have anything to do with the long-distance phone calls?

Edward Greenley is single no more, having taken the marriage vows on January 24th. Ed was presented with a torchiere lamp from his associates, along with their best wishes for continued happiness.

By E. Genthon and Mrs. M. Carstens

Women's and Misses' Dresses—Our heartfelt sympathy goes to Mr. Martin Smithson in the recent death of his father. Sincere sympathy is also extended to his mother and family in Vancouver, where Mr. Smithson passed away on January 29th.



By R. A. Chatfield

A toboggan party was held on February 5th by the women's lingerie department. It was a perfect night, resulting in loads of fun. After the tobogganing, the party went to Miss B. Nash's home for a sing-song, dancing and refreshments. We would like to thank Miss Scott, of department 1, for bringing her camera. We take this opportunity of thanking Miss Nash for being so kind as to have the department entertained in her home.

Thirty-Eight

By M. McDonald



Two lovely diamonds made their appearance in the correspondence department. The girls are Joan Hebert, who became engaged to Joe Peon, and Madeline Rainbault, who became engaged to Raymond St. Hiliare. Best of luck, girls.

Congratulations to Mrs. Philip Pearce (nee Clara Anderson), of Woodcross, Utah, who became the proud mother of a 5-pound baby girl, Shirley Gertrude Pearce.

By H. Roome

Complaints and postal departments have started their Saturday afternoon bowling at the Saratoga. The league consists of twelve teams and includes correspondence. Up to date, Miss Birnie has been the star bowler with a high single score of 351.

By M. Ewing

Congratulations to Mr. and Mrs. Ray Puttaert (advertising) on the birth of a son (8 lbs. 4 ozs.). A brother for Gloria Rae. Mrs. Puttaert was formerly Kay Peatman of department 122A.

Mail Order Cash Cage

Rather belatedly we are reporting the departure of three of our members. Bernice MacDonnell left us on December 31st to go to England. On February 7th she was married, there, to Allan Wall. We wish both of them continuing happiness. Bernice received, on her departure, several gifts of bed linen, towels, etc., from the girls of the department.

Norah McGrath left us to live in the States. She is staying with her sister in Chicago. She was presented with an overnight case and many other gifts, and was entertained by the department at a party at the Nanking. Hope your future continues bright and shining!

Agnes McCammon left our department on January 10th and was married on January 17th to Albert Mears. After a honeymoon at the coast, she is returning east and will live at Sydney, Nova Scotia. Among her gifts were a pair of blankets from the department. Best of luck, Agnes and Albert.

Beryl Trinder is back with us again after a month's absence due to illness. We hope you are feeling very much better, Beryl.

Cupid has been busy, especially on St. Valentine's Day, and Anna Shumray came into work wearing a very lovely diamond ring. The lucky man is Roger Pallett. We wish you both future happiness.

We wish to extend our sympathy to Hazel Tarry with the recent illness of her mother. We hope that very soon she will be well on the way to recovery and much better health than has been her luck lately.

The department presented Mr. Wm. Shortt with a Parker pen and pencil when he was transferred. We wish him success in his new job and a happy future.

MANY THRILLING PRIZES! Civic Auditorium

We have two new members in our department now—Ken Aikman, transferred from department 113, to take charge of our C.O.D.'s. Mr. Jack Blythe, who has been made first assistant in the cash cage. Mr. Sidney McKay also comes in for congratulations on his promotion to head of department.

Our department held a toboggan party on January 17th at Polo Park. It was one of the coldest nights of this year, but they all had fun in spite of the wintry blasts. The Chinese food was the last word, or so they tell me! And they are talking of having another, so it must have been a success.

By D. Balsdon and R. Soutter

Departments 159, 167, 173—A member of our department who received a lovely diamond on St. Valentine's Day was Margaret Avery-Jones. The lucky fellow being Ron Williams, who also is an Eatonian. Congratulations, Margaret and Ron.

Still on the sick list is Pearl Chapman, who has been in the hospital. We hope it won't be long before you are able to be back with us again, Pearl.

A most enjoyable evening was held on Friday, February 6th, when our departments held a hike out at Sturgeon Creek. The evening was spent in dancing and games—not forgetting the enjoyable lunch that the committee served. A good time was had by all.

* * *

By W. Quayle



Men's and Boys' Furnishings Department—Congratulations to Bill Allen, who has become the father of a baby boy, 8½ lbs. Born at Grace Hospital on January 25th. Mother and child are doing well. Cannot report on Bill's condition until he comes down to earth.

Mr. J. Orr and Mr. F. McCorquodale have both been on the sick list. Glad to report Mr. Orr is back with us again and hope to see Mr. McCorquodale back soon.

By M. Scott

On Tuesday, January 27th, the gloves and hosiery departments had loads of fun at a toboggan party at Polo Park. After this bumpy ride we were glad to retire to the Homestead for a chicken dinner. The evening ended with a sing-song.

Again, on February 10th, we bounced along on a tally-ho party and after a rough and noisy ride we again arrived at the Homestead, but this time for a bean feed and dancing.

Monday, January 19th, one of the most popular members of furniture warehouse department appeared at work with a beautiful diamond, culminating a department romance between Dorothy Trute and Jimmie Aikman. Congratulations and best of luck for the future.



Nice Going, Norman!

Wintering in Florida, Mr. Norman McDonald (formerly mail order merchandise office, now retired) shows a nice catch of trout and grunthers he caught on January 17th while fishing from an anchored motor boat. His companions were Dr. Spencer and Mr. John Pickering. They used shrimps for bait.

(We'd be satisfied to eat the bait, ye ken, Norman!—Ed.)

SO LONG, "NIFTY"!

(Continued from Page Nineteen)

which makes one realize what a grand institution are these observances of anniversaries and retirements, here at Eaton's, with the wonderful memories they give us at the end of the road.)

The rest of this eventful Wednesday afternoon was spent in a song fest, followed by an hour and a half of comedy and musical films shown by Ernie Hawkins. Thus ended a fitting salute to "Nifty" Young, California bound, but still with us in spirit!

"BY JUPITER!"

Poindexter, one of the characters in the film, "BY JUPITER!", discovered something that could change his whole day.

Wait until you see the film and you will understand why "IT" can be contagious.



On With The Dance!

Let's All "Swing to Spring"!

"Oh, what a blamed uncertain thing
This pesky weather is!
It blew and sned and then it thew
And now, by jing, it's friz!"

Yes, folks, it's been a long, cold winter — or, as Bill Nye once said: "Winter lingered so long in the lap of spring that it occasioned a great deal of talk." However, let's forget about the weather—spring's now winging its way towards us—so it's on with the

**EATON'S
SPRING DANCE**

Civic Auditorium, Monday, March 8th, 8.30 p.m.

HERE ARE THE THRILLING PRIZES FOR THE QUIZ CONTEST WINNERS

- | | |
|--------------------------------|-------------------------|
| Washing Machine | Automatic Toaster |
| 26-Piece Set of Flatware | Torchiere |
| Viking Combination Radio | Lounge Chair |
| Viking Automatic Record Player | 1 Pair Trapper Blankets |
| Mantel Radio | Travelling Case |

GET YOUR TICKETS NOW!

FROM YOUR DEPARTMENT OFFICE — NO TICKETS SOLD AT AUDITORIUM

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In Memoriam

HAROLD L WESTMAN

(Vancouver, B.C.)

The death of Mr. Harold Westman, manager of Eaton's, Vancouver, who passed away suddenly on January 28th, was a distinct shock to his many friends and former associates in Winnipeg. He was 45 years of age.

Harold L. Westman was born in Manitoba, and started with Eaton's on November 17th, 1921, as a salesman in the radio department. In 1930 he was appointed head of department in the furniture. Two years later he returned to the radio department and shortly after was appointed supervisor, in which capacity he went to Europe buying for the Company. On January 11th, 1940, he was appointed manager of The T. Eaton Company Western Limited at Vancouver, which position he occupied until his death.

Harold Westman will be missed by a legion of friends, both among his Eaton associates and business connections in Canada and the United States. Beneath that reserved and, at times, even brusque exterior was a heart of gold! He was modest to a fault, and his many acts of kindness will never be known.

Surviving are his widow, the former Margaret Robertson of Winnipeg; a daughter, Patricia, 7; and a son, Russell, 4, in Vancouver; also his father, Samuel L. Westman, and one brother, Homer, in Winnipeg.

* * *

JOHN MACDOUGALL

We regret to report that Mr. J. MacDougall, warehouse shipper, passed away suddenly on January 25th. Mr. MacDougall was 51 years of age and had been with the Company for six years. His friendly manner endeared him to all, and he will be greatly missed by his associates. Surviving are his widow and one son.

**We extend our deepest sympathy to the following Eatonians
who have recently lost someone dear to them:**

IN THE LOSS OF A FATHER

Mrs. A. Bolingbroke (notions)
Miss L. Davidson (merchandise office)
Miss M. Holmes (china)
Miss A. Johnson (gloves, hosiery)
Mrs. E. Locke (women's garment alterations)
Miss M. Mills (printing plant)
Mr. J. Pickles (draperies)
Miss M. Ripley (sportswear)
Mr. M. Smithson (women's dresses)

IN THE LOSS OF A SISTER

Miss E. Barnett (caretaking)
Miss T. Fontaine (jewellery)

IN THE LOSS OF A MOTHER

Mrs. S. Bateman (basement fruits)
Miss D. Dalstrom (mail order draperies)
Mr. T. Davis (freight transport)
Mr. J. Deegan (third floor meats)
Mr. A. Oliver (mail order packing)
Miss I. Wilson (telephones)

IN THE LOSS OF A BROTHER

Mrs. R. Amadore (garment factory)
Miss L. Pearson (printing plant)
Mr. H. Thompson (garage)

IN THE LOSS OF A SON

Mr. C. Bates (engineers)
Mr. A. Gartside (100)

The background of the poster is green and features several line drawings. At the top left, a band with a saxophone player, a drummer, and a pianist is shown. To their right, a couple is dancing. Further right, a deer stands looking towards the left. On the left side, another couple is dancing. On the right side, a woman in a dress is shown from the back. At the bottom right, a couple is dancing. The text is arranged in a central white area with black and green accents.

EATON'S

Spring Dance

"*Swing to Spring*"

many
thrilling
prizes!!

chas.
cruickshank
with his
18 piece orchestra
and
other
features

CIVIC AUDITORIUM
Monday, March 8th
at 8:30 p.m.

tickets 75c —
available in your
dept. office only —
no tickets sold
at auditorium

One of 1948's Greatest
DANCE VALUES!

T. EATON CO. LIMITED
WINNIPEG CANADA